

# RETHINKING ARCHETYPAL BRANDING

1

## Rethinking Archetypal Branding: Investigating the Effects of Authenticity and Flawed Archetypes on Brand Attachment, Self-Congruence and Purchase Intent

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### **Abstract**

This thesis examines and explores the effect of the inclusion of authenticity and flaws in Jungian archetypal advertising on consumer self-congruence, brand attachment, and purchase intent. I quantitatively examine whether the introduction and exploitation of “humanistic” flaws related to a brand’s existing hero archetype can enable a brand to achieve an increased actual self-brand congruence or increased brand attachment, potentially leading to increased purchase intent. I used two surveys to quantitatively examine the impact of authenticity and flaws in hero archetype advertising on brand attachment, self-congruence and purchase intent among a convenience sample of Millennial college students, primarily aged 18-24, to help explore and understand the resonance of archetypal advertising techniques with Millennial (18-34 year-old) consumers and determine whether authenticity allows archetypal branding to resonate on a deeper level with Millennials. By assessing the impact of the inclusion of authenticity and flaws on Jungian archetypal advertising, I define its potential effectiveness in strengthening brand attachment and purchase intent, and discuss implications for future archetypal advertising and branding efforts.

## Introduction

The marketing and advertising industries have long relied on Jungian archetypes and archetypal marketing strategies to enhance product marketing and build strong and unique brands. Swiss psychologist Carl Jung's study of cultural mythologies led him to develop a conceptual framework of archetypal characters and tropes that, according to Jung, innately exist within the human mind, regardless of culture or geography (as cited in Siraj & Kumari, 2011). While the innate existence of archetypes in the human subconscious has been called into question, marketing scholars have found that various Jungian archetypes—such as the “hero” or the “lover”—are recognizable and resonant in advertising across cultures (Tsai, 2006). Successful advertising and marketing campaigns have relied on archetypal constructs as the basis of brand or product messaging. For example, Nike's “Just Do It” campaigning strategy, showcasing unstoppable athletes and a tagline that resembles a heroic call to action, aligns with the archetypal hero. Companies such as Levi's, Patagonia, and Victoria's Secret have channeled Jungian archetypes—the rebel, explorer, and lover, respectively—to develop a distinct and recognizable brand image, allowing these brands to differentiate themselves from competitors and achieve mass-market success.

Researchers ranging from psychologists to literary scholars have examined the cultural and sociological impact of archetypal constructs on human behavior, culture, and interaction. Over the past several decades, scholarship has emerged in the marketing and advertising fields investigating the effects of archetypal branding and marketing, specifically citing Jungian archetypal theory. Marketing researchers have investigated the relationship between twelve primary archetypes derived from the work of psychologist Carl Jung—the innocent, orphan, hero, caregiver, explorer, rebel, lover, creator, jester, sage, magician, and ruler—and their effects

on brand personality, brand attachment and the consumer-brand relationship when used in marketing, advertising and branding efforts. The positive relationship between a consumer's self-concept, brand personality, and brand attachment has been documented, revealing that consumers tend to seek and form a bond with a brand that possesses personality traits congruent with their own self-schema. Noting this congruence, marketing and advertising scholars have praised and recommended advertising campaigns modeled on the basis of Jung's archetypes, given that Jungian archetypes are argued to have cross-cultural relevance, and their universality can allow for a distinctive and powerful marketing approach (Johnson, 2016; Mark & Pearson, 2001; Roberts, 2010; Siraj & Kumari, 2011; Tsai, 2006).

However, in a digitally oversaturated world where consumers are bombarded by information and stimuli, and popular culture encourages young people to express and explore their authentic selves, advertising campaigns and brand personas based on the traditional, idealized versions of Jungian archetypes may be less resonant. Tsai's (2006) research hinted at the fact that archetypal marketing may be struggling, given that consumers are viewing brands' idealistic appeals built on "perfect" versions of Jungian archetypes as "has-been" marketing (p. 656). Additionally, Malär, Krohmer, Hoyer, and Nyffenegger's (2011) research noted that modern consumers tend to have higher levels of self-congruence—the perceived fit of a consumer's self-perception with a brand's personality—with brands that reflect their actual rather than ideal self, and noted the seeming trend towards authenticity on the part of younger consumers. Although the pandering of the ideal to consumers has been successful in the past, this research suggests that younger generations are turning towards the notion of authenticity and connecting with brands that reflect their "authentic" selves. Millennials are turning towards flawed and authentic characters in popular culture as well—social commentators have noted the

Millennial generation's gravitation toward figures in popular culture with humanistic flaws, such as the popularity of television series figures like *Breaking Bad*'s sympathetic criminal Walter White and *House of Cards*' engagingly conniving Frank Underwood (Martin, 2013).

Therefore, a key question for marketers and advertisers to ask is: How can my brand successfully differentiate itself in the market, while resonating with a generation of consumers that seem to crave authenticity and “real-ness” over superficiality and the ideal?

Previous research has shown that brands have successfully used archetypes to differentiate themselves from other brands, and that brands forge their own spaces in the market by owning specific facets of an archetype (Johnson, 2016). However, brands may benefit by not only using a unique facet of an archetype, but by also highlighting and exploiting the flaws within their own brand archetype to achieve an element of authenticity that consumers in the digital world seem to crave. For example, a brand that traditionally used the hero archetype in their marketing strategy may introduce elements of imperfection and vulnerability within a marketing or advertising campaign. Recent advertising campaigns that have bucked traditional stereotypes and embraced authenticity—such as Dove's “Real Beauty” campaign—have shown this strategy's ability to generate brand re-invigoration, mass consumer word-of-mouth and strengthen the consumer-brand relationship within the target audience. By unmasking and effectively exploiting flaws into a brand's chosen archetype, I posit that this may serve as a key market differentiator for the brand, as well as potentially increase actual self-congruence and brand attachment on the part of the consumer. A brand that achieves a more multidimensional portrait of humanity within its brand persona may be able to more effectively forge a raw emotional connection and relationship with consumers, potentially increasing brand attachment and purchase intent.

The purpose of this study is to examine and explore the effect that authenticity in Jungian archetypal advertising has on consumer self-congruence, brand attachment, and purchase intent. I will quantitatively examine whether the introduction and exploitation of “humanistic” flaws related to a brand’s existing archetype can enable a brand to achieve an increased actual self-brand congruence and increased brand attachment with the consumer and forge a stronger consumer-brand relationship, perhaps leading to increased purchase intent. I want to explore and understand the resonance of archetypal advertising techniques with Millennial (18-34 year-old) consumers and determine whether authenticity allows archetypal branding to resonate on a deeper level with this increasingly powerful generation of consumers.

## **Literature Review**

### **Jungian Archetypal Theory**

Psychologist Carl Jung defined archetypes as “forms or images of a collective nature which occur practically all over the earth as constituents of myths and at the same time as individual products of unconscious origin” (Jung, 1938, p. 63). According to Jung, archetypes should be viewed as components of the “collective unconscious, deeply embedded personality patterns that resonate within us and serve to organize and give direction to human thought and action” (Jung, 1954, p. 77). Jung believed that archetypes served as a structural, unconscious basis for human thought pattern, and human actions were subconsciously directed by basic structural archetypes. Thus, in Jungian archetype theory, our perception of the world and of ourselves is subconsciously shaped by ingrained archetypes.

In Jung’s view, these archetypes on which the collective human myths and unconscious rested were universally common across humankind (Jung, 1938; Tsai, 2006). Jung regarded these archetypal structures as the most fundamental perceptual symbols of humans’

psychological existence (Tsai, 2006). Jung developed the “imagination theory” that is critical to the conscious manifestation of archetypes in the individual. Jung posits that archetypes exist in the collective unconscious before individuals are born, and their “creative imagination” releases these archetypes and helps to apply their meaning to specific contexts across cultures (as cited in Tsai, 2006). While the subconscious and innate presence of archetypes within the human consciousness has been debated and criticized by scholars and psychologists alike, archetypal imagery and constructs are undeniably common across literature, popular culture, and cultural myths, making Jungian archetypes a compelling framework through which to structure advertising or marketing campaigns and branding efforts.

In *The Hero and the Outlaw*, Mark and Pearson (2001) provide a framework of twelve key Jungian archetypes that are common in current advertising and marketing campaigns. These archetypes include: Creator, Caregiver, Ruler, Jester, Regular Guy, Lover, Hero, Outlaw, Magician, Innocent, Explorer, and Sage (Mark & Pearson, 2001). Mark and Pearson’s (2001) archetypal framework has been predominant in Jungian archetypal analysis in advertising and marketing research.

Mark and Pearson (2001) define the twelve dominant Jungian archetypes in the following ways:

- *The Innocent*: The core desire of “the innocent” is to experience paradise by doing things right with a goal of being happy. The innocent fears doing something wrong or bad that will provoke punishment. The innocent possesses strong faith and optimism.
  - Brand examples: Coca-Cola, McDonald’s
- *The Explorer*: The core desire of “the explorer” is to possess the freedom to discover oneself by exploring the world. The explorer seeks to experience a better, more fulfilling,

more authentic life through seeking and experiencing new things as well as journeying.

However, the explorer must watch out for aimless wandering or becoming a misfit. The

explorer's greatest fears are becoming trapped, conforming, or having inner emptiness.

Autonomy, ambition, and ability to be true to oneself are the explorer's key gifts.

- Brand examples: Starbucks, Patagonia
- *The Sage*: The core desire of "the sage" is the discovery of the truth. Blessed with wisdom and intelligence, the sage seeks to use intelligence and analysis to understand the world. They seek out information and knowledge, becoming self-reflective and understand thought processes. The sage's greatest fear is being misled or being ignorant, and they can become too focused on studying issues without acting upon them.
  - Brand examples: Procter & Gamble, Barnes & Noble
- *The Hero*: The core desire of "the hero" is to prove one's worth through courageous and difficult action. Using their competence and courage, the hero exerts mastery in a way that improves the world. The hero's strategy is to become as strong, competent and powerful as possible. The hero fears weakness and vulnerability, and the hero can be trapped by arrogance and the constant pursuit of an enemy.
  - Brand examples: Nike, FedEx
- *The Outlaw*: The core desire of "the outlaw" is revenge or revolution. Outlaws often possess characteristics of outrageousness and radical freedom, and they often seek to disrupt or destroy what is not working for themselves or society as a whole. The outlaw fears being powerless or inconsequential, and they may have a tendency to turn to the "dark side" or engage in criminal behavior if left unchecked.
  - Brand examples: Harley-Davidson, Apple



- *The Magician*: The core desire of “the magician” is to gain knowledge of the fundamental laws of how the universe works. They seek to make dreams come true by finding win-win outcomes and developing vision. The magician fears unanticipated negative consequences, and they have a chance of becoming manipulative.
  - Brand examples: MasterCard, Lucent Technologies
- *The Regular Guy/Gal*: The core desire of the “regular guy/gal” is to connect with others. This everyman figure seeks belonging through the development of ordinary, solid virtues. They are gifted with realism and empathy, but they may give up their own self in order to blend in. The biggest fear of the regular guy/gal is to stand out from others and be exiled or rejected as a result.
  - Brand example: Saturn
- *The Lover*: The core desire of “the lover” is to attain intimacy and experience sexual pleasure. The lover seeks to be in a relationship with the people, work, experiences, or surroundings that they love by becoming more physically and emotionally attractive. They have passion, gratitude, and commitment, but they may fall into the trap of doing anything to please others and losing their own identity. They fear being alone, unwanted and unloved.
  - Brand examples: Chanel, Hallmark Cards
- *The Jester*: The core desire of “the jester” is to live in the moment with full enjoyment. The jester seeks to have a great time and light up the world by making jokes and being funny, playful, and joyful. The joker fears boredom and being boring, and they may fall into the trap of squandering away their life.
  - Brand example: Pepsi

- *The Caregiver*: The core desire of “the caregiver” is to protect others from harm and to help others. The caregiver is gifted with compassion and generosity. They fear selfishness and ingratitude, and may fall into the trap of self-martyrdom.
  - Brand examples: Nordstrom, Marriott
- *The Creator*: The core desire of “the creator” is to create something of enduring value by giving form to their visions. They are gifted with creativity and imagination, but over time, they may become perfectionists. Creators fear having a mediocre vision or execution.
  - Brand examples: “Sesame Street,” Serta, Biltmore Estate
- *The Ruler*: The core desire of “the ruler” is to exert and maintain control, as well as to create a prosperous and successful family, company, or community. The ruler fears chaos and being overthrown, and they may fall into the trap of being overly authoritarian.
  - Brand example: Ralph Lauren

For the purposes of this study, I will be using the Jungian archetype of the “Hero” to investigate Millennial consumer perceptions of archetypal brands, as well as to explore the effect of humanistic flaws within archetypal marketing campaigns on brand attachment and the consumer-brand relationship. I will be using two brands in my research that have been repeatedly associated with the “Hero” archetype in Mark and Pearson’s (2001) work as well as in the existing literature—Nike and Microsoft (Mark & Pearson, 2001; Siraj & Kumari, 2011; Johnson, 2016; Tsai, 2006).

**Brand Personality**

In the context of marketing and advertising research, brand personality has often been defined as “the set of human characteristics associated with a brand” (p. 347) in recent research (Aaker, 1997). For example, a brand such as Ford can use brand personality attributes such as “rugged,” “tough” or “strong” to craft their brand image and give it human-like personality. Aaker (1997) developed a generalizable brand personality framework, which defined five major brand personality dimensions, referred to as Aaker’s “Big Five”: sincerity, excitement, competence, sophistication, and ruggedness (p. 351). Scholars have viewed Aaker’s research as a framework by which brands can establish relevance in the eyes of consumers (Bechter, Farinelli, Daniel, & Frey, 2016).

Huang, Mitchell, and Elliott (2012) investigated the relationship between Aaker’s “Big Five” brand personality model and the dominant “Big Five” human personality scale (John, 1990), which share only three common factors: sincerity, excitement, and competence (Huang et al., 2012). Given the complementary nature of brand personality and human personality, the researchers investigated whether brand personality mirrored the structure of human personality (Huang et al., 2012) and postulated that a positive relationship exists between consumer and brand personalities for consumers’ preferred brands. Although Huang et al. (2012) critiqued the brand personality scale model, their research confirmed that consumers prefer to use brands that are similar to their own personalities, and that human personality and brand personality are operationally comparable. Huang et al. (2012) attempted to create a brand personality scale that is aligned with a consumer/human personality scale, abridging a nineteen-item scale to five key personality dimensions shared between consumers and brands: extraversion, agreeableness, conscientiousness, neuroticism, and openness.

The concept of brand personality has also been shown to have an effect on brand loyalty. The work of Kim, Han, and Park (2001) indicated that the positive relationships between attractiveness, distinctiveness, and self-expressive value of brand personality have a statistically significant effect on consumers' identification with a brand, as well as on consumers' word-of-mouth reports and brand loyalty. Brand personality can serve as a key market differentiator, and a distinctive and attractive brand persona can have a positive impact on brand loyalty (Kim et al., 2001).

The notion of brand personality has also been extended to include the concept of the brand-as-partner (Fournier, 1998). Fournier conceptualized the brand-consumer relationship as a dyadic relationship similar to that between two people, and treated the brand as an "active, contributing partner" in the relationship (1998, p. 344). A strong brand-as-partner relationship is ideally characterized by a strong connection between the brand and self, a high degree of interdependence, a high level of commitment, and intimacy in the relationship (Fournier, 1998). While some scholars have critiqued Fournier's (1998) brand-as-partner model for the implicit assumptions of using interpersonal relationship theory to describe consumer-brand relationships (Bengtsson, 2003), the brand-as-partner framework may allow for a unique understanding of the relationship between brand personality and the consumer-brand relationship, where consumers perceive brands as having specific relationship roles that can evolve and strengthen over time through changes in marketing tactics and branding (Fournier, 1998).

Bechter, Farinelli, Daniel, and Frey (2016) have recently investigated the relationship between Aaker's (1997) brand personality framework and Mark and Pearson's (2001) twelve main Jungian archetypes. Bechter et al. (2016) proposed an evaluative framework to analyze brands and marketing efforts in terms of these two dimensions.

Archetype	Archetype Manifestation	Personality Trait	Brand Personality Dimension
Ruler	Stability	Reliable Tough Upper Class	Competence Ruggedness Sophistication
Creator	Stability Independence	Imaginative Unique Upper Class	Excitement Excitement Sophistication
Caregiver	Stability Belonging	Embraced Welcoming Genuine	Sincerity Sincerity Sincerity
Jester	Belonging Mastery	Genuine Charming Imaginative	Sincerity Sophistication Excitement
Lover	Belonging Stability	Welcoming Charming Embraced	Sincerity Sophistication Sincerity
Regular Guy	Belonging	Welcoming Reliable Genuine	Sincerity Competence Sincerity
Outlaw	Mastery Independence	Adventure Tough Charming	Excitement Ruggedness Sophistication
Magician	Mastery Belonging	Embraced Reliable Imaginative	Sincerity Competence Excitement
Hero	Mastery	Adventure Genuine Tough	Excitement Sincerity Ruggedness
Sage	Independence Stability	Unique Reliable Imaginative	Excitement Competence Excitement
Explorer	Independence	Adventure Unique Tough	Excitement Excitement Ruggedness
Innocent	Independence Mastery	Genuine Unique Reliable	Sincerity Excitement Competence

Figure 4: Bechter et al.'s archetype and brand personality framework. Reprinted from "Advertising between Archetype and Brand Personality," by C. Betcher et al., in *Administrative Sciences*, 2016. Retrieved from <http://doi.org/10.3390/admsci6020005>. Copyright 2006 by MDPI.

Bechter et al. (2016) used this original framework to evaluate international advertising campaigns. While the framework was successful in matching archetypes with brand personality dimensions in several cases, some of their results pointed to discrepancies between the two (Bechter et al., 2016). While this framework needs further testing and research to best align

personality dimensions with their respective archetypes, their model provides an interesting and useful framework to combine Jungian archetypes and Aaker's (1999) brand personality dimensions, and may be useful in considering personality traits to highlight or even invert in archetypal marketing campaigns.

### **Brand Attachment, Self-Concept, and Self-Congruity**

Brand attachment is another key component of the consumer-brand relationship. Park, MacInnis, and Priester (2006) define brand attachment as “the strength of the cognitive and affective bond connecting the brand with the self” (p. 4). Park et al. (2006) showed that brand attachment is a key driver of brand equity, and noted that brand attachment is also related to the customer's willingness to pay a price premium, a willingness to forgive brand mishaps, and the development of brand loyalty (Park et al., 2006; Sheth & Parvatiyar, 1995). Consumer statements that reflect brand attachment include references to the brand as “‘part of me,’ ‘an extension of myself,’ or ‘emotionally relating to me’” (Park et al., 2010, p. 5).

The development of brand attachment is strongly related to a consumer's self-concept. Self-concept has been defined in scholarship as “the totality of the individual's thoughts and feelings having reference to himself as an object” (Rosenberg, 1979, p. 7). Scholars have tended to approach self-concept from a multidimensional perspective (Burns, 1979; Rosenberg, 1979; Sirgy, 1982), separating self-concept into three dimensions: the actual self, the ideal self and the social self. The actual self refers to an individual's perception of himself; the ideal self refers to how an individual would *like* to perceive himself; and the social self refers to how an individual presents himself to others.

Sirgy (1981; 1982) developed a self-image/product-image congruity theory, in which product cues activate a self-schema, and an individual's self-schema will influence the value placed on the product by the consumer. A self-schema has been defined in recent literature as a self-conceptualization which is "comprised of cognitive information representing generalizations about one's self" (Barone, Shimp, & Sprott, 1999, p. 77). Sirgy (1982) developed the following four self-image/product-image congruity states (p. 289):

- *Positive self-congruity*: A comparison between a positive product-image perception and a positive self-image belief.
- *Positive self-incongruity*: A comparison between a positive product-image perception and a negative self-image belief.
- *Negative self-congruity*: A comparison between a negative product-image perception and a negative self-image belief.
- *Negative self-incongruity*: A comparison between a negative product-image perception and a positive self-image belief.

Sirgy (1982) posited that the state of positive self-congruity will determine the strongest level of purchase motivation, and negative self-incongruity will result in the weakest level of purchase motivation. Positive self-congruity is strongly related to the actual self, as an individual with a positive self-image is likely to view a positive product-image as similar to oneself, and positive self-incongruity is strongly related to the ideal self, as an individual with a negative self-image belief is likely to view the product as a pathway to enhancing the self (Sirgy, 1982). The notion of self-consistency predicts that a consumer will have a higher purchase intent when a product is congruent with one's self-image belief. Sirgy (1982) summarized these ideas in the following diagram:

EXHIBIT 1

THE EFFECTS OF SELF-ESTEEM AND SELF-CONSISTENCY MOTIVES ON PURCHASE MOTIVATION

Self image	&	Product image	result in	Self-image/ product-image congruity	Mediating factors		Purchase motivation
					Self-esteem motivation	Self-consistency motivation	
					leading to		
positive		positive		positive self- congruity	approach	approach	approach purchase motivation
negative		positive		positive self- incongruity	approach	avoidance	conflict
negative		negative		negative self- congruity	avoidance	approach	conflict
positive		negative		negative self- incongruity	avoidance	avoidance	avoidance purchase motivation

*Figure 1.* Sirgy's self-esteem and self-consistency purchase motivation model. Reprinted from "Self-Concept in Consumer Behavior: A Critical Review," by M. J. Sirgy, in *Journal of Consumer Research*, 1982. Retrieved from <http://www.jstor.org/stable/2488624>. Copyright 1982 by Oxford University Press.

Building on the work of Sirgy (1982), Aaker (1997), and Fournier (1998), Kim, Lee, and Ulgado (2005) explored the relationship between brand personality, consumer-brand relationships and the self-congruity effect, defined by Kim et al. (2005) as "the parallel between consumer self-concept and brand personality the consumers feel or experience in the course of forming a consumer-brand relationship" (p. 113). Consumers tend to prefer—and ultimately maintain—a long-term relationship with a brand with an image consistent to their self-concept (Kim et al., 2005; Aaker, 1999; Fournier, 1998), given that consumers show a strong attachment to self-congruent objects or brands that reflect a level of "me-ness" (Kleine, Kleine, & Allen, 1995). After studying consumer responses to frequently-purchased brands in various product categories, Kim et al. (2005) found that consumers establish more intense brand commitment through the experiences of love, joy and pride induced by the process of brand attachment or self-esteem, and that consumers experience a feeling of attachment in a relationship with a self-congruent brand (2005). Combining a distinctive and congruent brand personality with the target



customers' self-concept can, thus, work to create feelings of brand attachment and commitment among target consumers (Kim et al., 2005).

Additionally, Sheth and Parvatiyar (1995) posited that strong brand-customer attachments derive from the brand's success at creating strong brand self-connections by gratifying, enabling and/or assuring the self. Brands can enable and strengthen brand-self connections by symbolically representing the consumer's past, present, or future self and attempting to connect with the core self (Sheth & Parvatiyar, 1995), which supports the findings of Sirgy and Kim et al. (2005).

In addition to brand personality, consumers can also experience congruity with product personality, defined by Govers and Mugge (2004) as "the set of human personality characteristics used to describe a specific product variant" (p. 4). When consumers view the product as congruent with their self-schema, this high level of product-consumer congruence increases the product's symbolic meaning to the consumer, increasing the consumer's attachment to the product (Govers & Mugge, 2004).

Recent research has indicated that actual self-congruence, rather than ideal self-congruence, has the greatest impact on emotional brand attachment. Malär et al. (2011) built on Aaker's (1999) and Sirgy's (1982) conceptualizations of actual self-congruence and ideal-self congruence in this study, defining actual self-congruence as the consumer's perception of the fit between the actual self and the brand's personality, and defining ideal self-congruence as the consumer's perceived fit of the brand personality and their ideal self (Malär et al., 2011, p. 36). Malär et al. (2011) also incorporate self-expansion theory (Aron, Fisher, Mashek, Strong, Li, & Brown, 2005) into their research. Applied to brands, self-expansion theory posits that people possess an inherent motivation to incorporate brands into their conception of self, and the more a

brand is part of a person's self-definition or self-concept, the closer the emotional bond. Malär et al. (2011) found that in general, brands with actual self-congruence generated higher levels of emotional brand attachment—especially when combined with high consumer-product involvement and high consumer self-esteem—while brands with ideal self-congruence were less successful in increasing emotional brand attachment. Malär et al. (2011) emphasized that authenticity in branding is becoming an important marketing and branding strategy, citing both psychology and consumer research literature. According to Harter (2002), a person's authenticity is reaffirmed when he or she act in ways that reflect their “true self” (as cited in Malär et al., 2011), and an authentic relationship involves presenting one's “genuine” self to someone (Erickson, 1995, as cited in Malär et al., 2011). When considered in the context of Fournier's (1998) brand-as-partner framework, authenticity in the consumer-brand relationship may be of great significance.

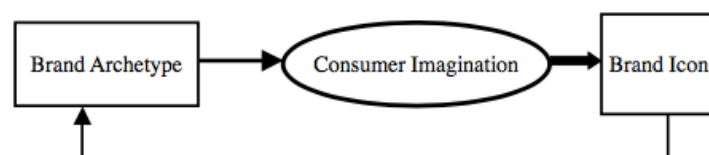
### **Archetypes and Branding**

Building on the work of Jung, mythologist Joseph Campbell (1949) described archetypes as basic, recurring symbols across the collective unconscious. Given the importance of the consumer-brand connection in branding literature, archetypal branding has been a frequently discussed and debated mechanism for enhancing the consumer-brand relationship and producing effective marketing strategies and branding tactics. Caldwell, Henry, and Alman (2010) proposed that there are three ways that an archetype can manifest itself in marketing strategy: advertising, brand logo and brand symbols, and the products themselves (p. 87).

In recent research, Roberts (2010) drew a parallel between Campbell's archetypal theory—that archetypes “manifest in myths developed concomitantly across cultures and

resonate because of their connection to the unconscious” (p. 23)—and the conceptualization of iconic brands. Holt (2004) defined an iconic brand as one that is valued for what it represents as well as what it does. Bengtsson and Firat (2006) defined an iconic brand as one that “constellates images that serve as a means by which people have life experiences and meanings, and through which these cultural values and meanings are communicated” (p. 376). An iconic brand resonates with consumers by connecting with the lived experiences and the subconscious value-based framework of consumers and, thus, becomes a symbolic icon in the minds of consumers. Through the use of archetypes, a brand may be able to achieve icon brand status and forge deeper connections and resonance in the minds of consumers. Tsai (2006) argues that by combining symbolic concepts of archetypes in the representation of a brand, products and brands can be transformed into icons that are “exciting, aspirational, and meaningful” (p. 651).

Tsai (2006) used the Jungian idea of “creative imagination” as a basis for developing a framework to evaluate how brands can be transformed into icons through the use of archetypes. Tsai (2006) defined the function of creative imagination in contemporary consumer culture as “to enhance the anchoring of meaning and value derived from the direct and indirect encounters with the product brand” (p. 652).



*Figure 2.* Tsai’s brand archetype-icon transformation framework. Reprinted from “Investigating archetype-icon transformation in brand marketing,” by S. Tsai, in *Marketing Intelligence & Planning*, 2006. Retrieved from <http://doi.org/10.1108/02634500610701708>. Copyright 2006 by Emerald Group Publishing Limited.

Tsai (2006) also developed a model of brand archetype-icon transformation (Figure 3). This model posits that mediated experience and lived experience of the archetype combined

contribute to the development and use of consumer imagination, which is the determinant of the brand archetypal representation becoming a brand icon.

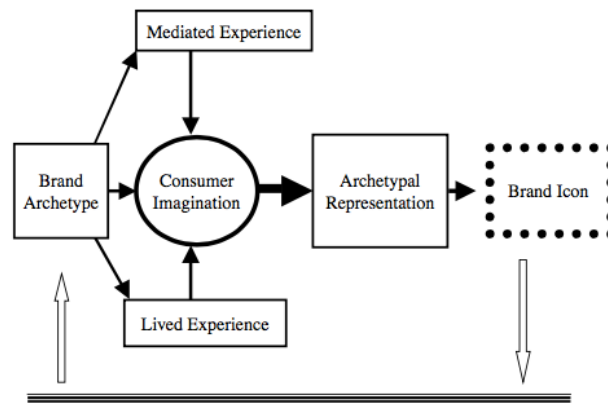


Figure 3: Tsai's brand archetype-icon transformation model. Reprinted from "Investigating archetype-icon transformation in brand marketing," by S. Tsai, in *Marketing Intelligence & Planning*, 2006. Retrieved from <http://doi.org/10.1108/02634500610701708>. Copyright 2006 by Emerald Group Publishing Limited.

Tsai's (2006) study produced conflicting results. While his findings did support the fact that the consumer imagination mechanism is crucial to whether or not consumers perceive a brand's archetypal symbolism as a brand icon, his investigation of the Jungian hero archetype in Nike Air Jordan branding revealed that consumer identification with the brand and the consumer perception of the brand archetype itself were more volatile than expected. Tsai (2006) found that the Nike Air Jordan archetype was seen as an icon by only half of the loyal consumers studied, and almost a quarter characterized the archetype as a "has-been" representation (p. 656).

However, recent branding research has confirmed that archetypal branding is still a powerful strategy that resonates with consumers. A 2010 study by Roberts found that classic archetypes remain highly relevant in contemporary society, with consumers having high levels of inter-rater agreement for Jungian archetypes in relation to popular brands, and relatively similar archetypal preferences across genders. Woodside, Sood, and Miller's (2008) research found that

individuals—at least some of the time—enact brands as archetypal icons through naturally occurring blog communications. While Woodside et al.’s research was restricted to narrative storytelling theory in archetypal branding research, their research also alludes to the strength of the consumer-brand relationship and the resonance of archetypes and archetypal branding in the minds of consumers.

Johnson’s (2016) recent research investigated the use of archetypal branding in terms of brand differentiation techniques. Johnson (2016) used a combination of expert interviews, consumer surveys and content analysis to explore different manifestations of the hero archetype and the explorer archetype when applied to different brands—The North Face and Patagonia (explorer archetype), as well as Nike and Under Armor (hero archetype). Johnson (2016) concluded that brands employing similar archetypes within their marketing strategies can differentiate themselves in the market by “owning” an aspect of the archetype—e.g., Under Armor owned “bravery” while Nike owned “mastery” within the hero archetype (p. 50). Johnson concluded that archetypal branding remains an effective technique, and brands can use facets and traits of various archetypes to carve out their unique market space apart from their competitors.

### **Justification of Study**

Marketing and advertising scholars have produced research that indicates a fairly strong relationship between brands that reflect a consumers’ self-schema and the consumer himself. Strong consumer-brand relationships and consumer-brand self-image congruity have been shown as factors that increase brand attachment, which in turns influences positive word-of-mouth and purchase intent. However, these concepts have not been thoroughly extended into the realm of archetypal advertising and marketing. When archetypes have been examined in relation to brand

attachment and self-congruity, the research has been confined to traditional, idealistic conceptualizations of archetypes, seemingly with a mindset that the “perfect” iteration of these Jungian archetypes within branding is the only way to have success in archetypal branding strategy. However, previous research indicates that consumers may be yearning for authenticity in advertising and branding. Given that actual self-congruence with brand personality resulted in higher brand attachment than ideal self-congruence (Malär et al., 2011), actual self-congruence should be examined further in relation to marketing strategy, specifically Jungian archetypal branding and advertising, given the close relationship between brand personality and Jungian archetypes.

This research study aims to explore and understand the relationship between the level of authenticity present within Jungian archetypal advertising and brand attachment, consumer self-concept, self-congruence, and purchase intent. I aim to explore and understand the actual and ideal self-congruence of young millennial consumers, their perception of popular brands that use Jungian archetypal branding strategies, and their level of attachment to these brands, to better understand the relationship between brand attachment, self-congruity, and the presence of authentic, humanistic elements in archetypal branding strategy.

My research questions are:

1. How do Millennial consumers perceive themselves according to Jungian archetypes, specifically the “hero”?
2. How do Millennial consumers perceive “hero” brands that employ Jungian archetypal advertising techniques?
3. Does the presence of authenticity and flaws in Jungian archetypal advertising and branding influence or strengthen consumer-brand attachment?

- Does it influence or strengthen self-congruence?
- Does it influence or strengthen consumer purchase intent?

## **Methodology**

### **Reason for Survey Research**

As defined by Jugenheimer, Kelley, Hudson, and Bradley (2015), the term “survey” is used to describe methods of asking questions of respondents. In this study, I conducted analytical surveys, which Wimmer and Dominick (2011) define as surveys that attempt to describe and explain why situations exist. Analytical surveys are often used in marketing and advertising research to investigate research questions and test research hypotheses, making surveys an ideal method by which to investigate all of the research questions at hand (Wimmer & Dominick, 2011).

My survey research was conducted online through Qualtrics, which is provided by the University of North Carolina at Chapel Hill. Online survey research has a multitude of benefits. Respondents will be able to take the survey from their home or a setting of their choosing, eliminating the need for an artificial or laboratory setting. Natural settings may allow respondents to answer survey questions more realistically (Wimmer & Dominick, 2011, p. 185). Online surveys also allow a large amount of data to be collected with relative ease and low cost to the researcher (Wimmer & Dominick, 2011).

### **Sample**

The study population is a convenience sample, consisting primarily of students from The University of North Carolina at Chapel Hill. My ideal target age group for the study is

Millennials ages 18-34—the age range typically defined for this generation as per Pew Research Center (Fry, 2016). Although my convenience sample primarily consists of respondents at the lower end of that age range—undergraduate and graduate college students typically fall between the ages of 18 and 24—this age group is still within my target age bracket. However, given the fact that a convenience sample will be used, and neither the complete age range nor nationally representative demographics will be used, the results will not be generalizable across the target population. However, the results will help to inform future research on the topic.

I recruited students through a variety of methods: through word of mouth, through the School of Media and Journalism's listserv and email notifications, through the School of Media and Journalism's research pool, and through email promotion and distribution by other departments at UNC-Chapel Hill. The study does not have a gender or demographic-based requirement to participate, so respondents did not need to be screened for certain qualifications before participating. Through the use of the School of Media and Journalism's research pool, as well as other recruiting methods, I obtained 288 respondents for my first survey, and 269 respondents for my second survey. Respondents were only able to access the second survey if they had taken the first survey, ensuring that respondents for the second survey were recruited from respondents of the first survey. Given that I am examining respondent brand attachment, brand-self congruence and purchase intent before and after exposure to several advertisements, this allowed my sample to remain as consistent as possible across both surveys.

Incentives for participating were be provided for both surveys. Participants provided their email address to be entered in a drawing to win a \$100 Amazon gift card for their participation in the two surveys. Additionally, School of Media and Journalism students were offered 0.5 hours



of research participation credit for their participation in each survey. These incentives helped to increase respondent participation and keep response rates high.

### **Survey Structure and Design**

In this study, I used two surveys that are longitudinal in nature. As defined by Jugenheimer et al. (2014), longitudinal surveys compare the relationships among a set of important variables at time intervals. While my study did not involve recurring surveys given over an extended period of time, e.g. months or years, I used two surveys that examined changes in respondent attitudes over the span of a week and utilized samples from the same respondent pool.

My first survey (*Appendix A*) examined consumer self-concept, brand recognition, brand attachment, and respondent perception of Jungian archetypal attributes—as well as level of authenticity—in the brands presented. Throughout this study, I will be examining the hero archetype, common in advertising and branding. I chose two well-known brands for this archetype that have been repeatedly associated with the hero archetype in the existing literature—Nike and Microsoft (Mark & Pearson, 2001; Siraj & Kumari, 2011; Johnson, 2016; Tsai, 2006). The attributes that I used to assess brand personality and consumer self-concept, as well as the questions used to assess brand attachment, were drawn from relevant marketing and branding literature on the subject (Huang et al., 2012; Malär et al., 2011; Park, C. W., MacInnis, D. J., Priester, J., Eisingerich, A. B., & Iacobucci, D., 2010).

In the second survey (*Appendix B*), I exposed respondents to two advertisements—one from Nike, one from Microsoft—that have implemented elements of authenticity and flaws into their advertising and marketing campaigns (Siraj & Kumari, 2011). The Nike advertisement,

entitled “Find Your Greatness,” depicts an overweight preteen boy jogging along a deserted road. The voiceover discusses how greatness is not reserved for the ‘heroes’ among us—it is something that everyone has inside of them, and something that can be achieved by anyone. This advertisement introduces a ‘flawed,’ imperfect character—the young man—rather than the perfectly fit athletes of many Nike advertisements, and champions a message of greatness within all people, rather than an elite few. The Microsoft advertisement, entitled “The Browser You Loved to Hate,” focused on one of Microsoft’s products, Internet Explorer. Playing off of the negative reputation surrounding Internet Explorer, this advertisement bluntly acknowledges the flaws of Internet Explorer by focusing on the story of a man who could not stop himself from uninstalling the product from others’ computers. As the man sits in a mock therapy session for hating the browser, he acknowledges that latest Internet Explorer version is “actually good” (00:45). Unlike Microsoft advertisements that showcase the ‘heroic’ strength, speed, and ability of Microsoft products, this advertisement showcased a “flawed” character in therapy and acknowledged the flaws in its own products using self-deprecatory humor. After viewing each advertisement, respondents were then asked to answer the same questions regarding consumer self-concept, brand recognition, brand attachment, and respondent perception of Jungian archetypal attributes in order to ascertain if there is any meaningful and significant change in consumer attitude caused by the advertisements.

The first survey began with a brief introduction stating the purpose of the research and obtaining the respondent’s consent. I used Likert scale questions to assess respondents’ archetypal personality traits, followed by overall impression questions to assess respondents’ purchase intention, willingness to recommend, and overall satisfaction with the brands in question. I then used Likert scale questions to assess respondents’ perception of each brand in

relation to various archetypal and brand personality attributes that have been established in the literature, as well as measuring brand attachment. These questions were followed by multiple-choice questions assessing levels of actual and ideal brand-self congruence in relation to the brands in question. Finally, I ended the questionnaire with demographic questions, including age, gender, ethnicity, and income. Identifying information—such as PID and name for School of Media and Journalism research participation credit—was protected and obtained in a separate linked survey, so that it was separated from all responses. Email addresses that were obtained for the purposes of the gift card drawing were also collected and stored separately from all participant responses.

The purpose of the second survey was to expose respondents to short, 30-second to one-minute advertisements for the aforementioned brands—Nike and Microsoft—that include elements of authenticity or flawed archetypes. First, I used Likert scale questions to assess respondents' archetypal personality traits. Immediately afterwards, respondents were exposed to the Nike advertisement, followed by a set of questions related to the Nike brand. Then, respondents were exposed to the Microsoft advertisement, which was followed by the same set of questions, but related to the Microsoft brand. This set of questions consisted of the following: overall impression questions to assess respondents' purchase intention, willingness to recommend, and overall satisfaction with the brands in question; Likert scale questions to assess respondents' perception of each brand in relation to various archetypal and brand personality attributes; Likert scale questions measuring brand attachment; and multiple-choice questions assessing levels of actual and ideal brand-self congruence in relation to each brand. Finally, I ended the questionnaire with demographic questions, including age, gender, ethnicity, and income. Identifying information—such as PID and name for School of Media and Journalism

research participation credit—was protected and obtained in a separate linked survey, so that it was separated from all responses. Email addresses that were obtained for the purposes of the gift card drawing were also collected and stored separately from all participant responses.

### **Safety Procedures**

In order to protect the identity of respondents, I used the “Anonymous Link” option in Qualtrics. This option does not save any identifying information on respondents. In order to provide students in the School of Media and Journalism with research participation credit for classes, I had to collect these students’ names and university identification numbers. However, I embedded a link to separate Qualtrics survey at the end of each survey to allow School of Media and Journalism students to enter in their identifying information while protecting respondent identities and keeping them separate from all survey responses. In order to inform respondents if they have won the gift card drawing, I collected respondent email addresses. However, to further protect respondent identities and keep responses anonymous, I embedded a link to separate Qualtrics survey at the end of each survey to collect these email addresses while keeping this identifying information separate from all survey responses. Additionally, I used the “Prevent Ballot Box Stuffing” setting in Qualtrics in order to ensure that respondents can take each survey only one time.

In order to protect respondent data, I conformed to Level II Data Security Requirements as stipulated by IRB. I met with Daniel Puerco, an employee of the School of Media and Journalism IT Department, who helped me to outfit my computer with the Microsoft System Center Endpoint Protection Antivirus Client, VPN connection, as well as updated applications to meet patch management and system administration best practices.

### **Limitations of Survey Research**

As previously discussed, there are several limitations of online surveys and survey research that I attempted to mitigate through my survey design. Although a lack of a controlled and monitored setting can pose a risk in any kind of research, the use of online surveys that can be easily accessed remotely on a respondent's computer or cellular device can encourage increased respondent participation, as well as allow respondents to complete the surveys in a natural and comfortable setting of their choosing. Additionally, the use of Qualtrics to structure and manage my survey allowed me to ensure that respondents can only take the survey one time, through the use of the "Prevent Ballot Box Stuffing" option. However, there will always be the risk that a respondent will allow another person to complete the survey for them, or the respondent may fill out the surveys with "bogus responses" (Wimmer & Dominick, 2014). While respondent anonymity and the lack of a controlled setting makes such deception unpreventable, the use of a large convenience sample (approximately 250-300 respondents) helped to offset this.

Additionally, generalizability issues accompany the use of a convenience sample for this research. However, given the fact that the surveyed population primarily consisted of 18-24 year old college students—a respondent group that is within my target segment of 18-34 year-olds—the data will serve to reveal some primary insights into my target population and research questions, and will serve to guide and inform future research.

## Findings

### Millennial Archetypal Self-Perception

Across both surveys, Millennial respondents were asked to state the level of perceived fit between a set of Jungian hero archetype attributes and themselves (*Appendices A and B*).

Survey 1				Survey 2		
	<i>Mean</i>	<i>% Top Two Box</i>	<i>Freq. of Maximum</i>	<i>Mean</i>	<i>% Top Two Box</i>	<i>Freq. of Maximum</i>
<b>Genuine</b>	4.18	82.66	105	4.18	83.97	86
<b>Kind</b>	4.03	77.86	75	4.03	78.39	65
<b>Competent</b>	3.93	81.48	40	3.94	76.79	47
<b>Intelligent</b>	3.75	69.01	32	3.85	74.68	38
<b>Strong</b>	3.51	54.24	18	3.60	58.23	25

**Table 1:** Highest-ranking attributes among Millennial respondents in Survey 1 (271 respondents) and Survey 2 (236 respondents). Criteria included mean, top-two box, and frequency of maximum.

Survey 1				Survey 2		
	<i>Mean</i>	<i>% Bottom Two Box</i>	<i>Freq. of Minimum</i>	<i>Mean</i>	<i>% Bottom Two Box</i>	<i>Freq. of Minimum</i>
Vengeful	1.66	82.66	153	1.59	84.39	146
Weak	1.73	86.61	117	1.72	85.65	108
Arrogant	1.78	80.07	131	1.76	79.32	118
Shy	2.42	57.4	63	2.40	59.74	62
Vulnerable	2.54	54.07	35	2.36	59.57	49

**Table 2:** Lowest-ranking attributes among Millennial respondents in Survey 1 (271 respondents) and Survey 2 (236 respondents). Criteria included mean, bottom-two box, and frequency of minimum.

The five highest-ranking and five lowest-ranking attributes across both surveys are examined above. Millennial respondents tended to view themselves in terms of positive

attributes that connoted mental and physical strength, compassion, and authenticity. Although the five highest-ranking attributes are hero attributes, it should be noted that they reflect a different kind of strength than the traditional Jungian hero—a strength that is less overtly physical, and more mental and emotional. Additionally, respondents tended to disassociate from attributes that connoted some form of weakness, haughtiness, or anger—a collection of traits that were included as either foils to hero attributes, or traits that reflect hero attributes taken to the negative extreme (e.g., vengeful). It is especially notable that the attribute of “genuine” had the highest mean, top-two box ranking and frequency of maximum across both surveys. This pattern repeated itself when the data was segmented by gender, income, and ethnicity. The fact that respondents identified most strongly with a sense of authenticity—even above ‘heroic’ qualities such as strength and competence—reflects and affirms other scholarship in the field that has indicated a trend toward authenticity within Millennial self-perception. Given that an authentic relationship involves presenting one’s “genuine” self to someone (Erickson, 1995, as cited in Malär et al., 2011), Millennial self-definition as “genuine” may signal an opportunity to exploit this attribute in advertising to develop a more “genuine” and strong consumer-brand relationship.

### **Archetypal Brand Perception**

Brand perception of Nike and Microsoft was primarily examined in two ways—first, by overall customer satisfaction and opinion of the brand; second, by perception of the brand in terms of Jungian hero attributes.

*A. Customer Satisfaction and Opinion of Nike Brand*

	<i>Mean</i>	<i>% Top-Two Box</i>
<b>Overall Impression</b>	4.40	91.88
<b>Likelihood to Recommend</b>	4.16	78.60
<b>Purchase Satisfaction</b>	4.49	94.83

**Table 3:** Mean and top-two-box percentages for three questions assessing brand opinion from Survey 1 (271 respondents) regarding the Nike brand. Responses were on a 5-point scale.

Customer satisfaction with the Nike brand —comprised of purchase satisfaction and likelihood to recommend—was very high overall, with means above 4 on a 5-point Likert scale and top-two-box percentages well over three-quarters of respondents. Overall impression was overwhelmingly positive as well, with a mean of nearly 4.5 on a 5-point scale, and a top-two-box percentage nearing 100. Survey 2 results are not presented in Table 3 because there was no statistically significant difference in overall impression, likelihood to recommend, and purchase satisfaction between Survey 1 and Survey 2.

*B. Archetypal Brand Perception of Nike*

Across both surveys, respondents were asked to state the level of perceived fit between a set of Jungian hero archetypal attributes and the Nike brand (*Appendices A and B*). Survey 1 results reflect respondent perception pre- advertisement exposure, and Survey 2 results reflect respondent perception post- advertisement exposure. The five highest-ranking and lowest-ranking attributes are summarized below.



Survey 1: Nike				Survey 2: Nike			
	<i>Mean</i>	<i>% Top Two Box</i>	<i>Freq. of Maximum</i>		<i>Mean</i>	<i>% Top Two Box</i>	<i>Freq. of Maximum</i>
<b>Strong</b>	4.30	88.56	123	<b>Strong</b>	4.28	87.12	106
<b>Powerful</b>	4.28	90.04	119	<b>Powerful</b>	4.21	83.83	102
<b>Tough</b>	4.04	77.77	94	<b>Tough</b>	4.10	78.39	87
<b>Adventurous</b>	4.04	78.6	89	<b>Adventurous</b>	4.05	75.85	85
<b>Competent</b>	3.90	74.91	60	<b>Courageous</b>	4.02	79.23	68

**Table 4:** Highest-ranking attributes among Millennial respondents in Survey 1 (271 respondents) and Survey 2 (236 respondents) regarding the Nike brand. Criteria included mean, top-two box, and frequency of maximum. Responses were on a 5-point scale.

Survey 1: Nike				Survey 2: Nike			
	<i>Mean</i>	<i>% Bottom Two Box</i>	<i>Freq. of Minimum</i>		<i>Mean</i>	<i>% Bottom Two Box</i>	<i>Freq. of Minimum</i>
<b>Weak</b>	1.18	94.47	243	<b>Weak</b>	1.21	95.76	197
<b>Vulnerable</b>	1.32	91.10	216	<b>Shy</b>	1.36	92.80	173
<b>Shy</b>	1.33	92.99	212	<b>Vulnerable</b>	1.49	88.14	161
<b>Vengeful</b>	1.55	84.87	177	<b>Vengeful</b>	1.53	84.74	159
<b>Arrogant</b>	2.69	43.71	70	<b>Arrogant</b>	2.40	55.32	73

**Table 5:** Lowest-ranking attributes among Millennial respondents in Survey 1 (271 respondents) and Survey 2 (236 respondents) regarding the Nike brand. Criteria included mean, bottom-two box, and frequency of minimum. Responses were on a 5-point scale.

Unlike their own self-perception according to Jungian hero attributes, Millennial respondents viewed Nike as a traditional Jungian “hero,” choosing attributes that focused more on physical strength and ability in Survey 1. However, shared top attributes between respondents and Nike included “competent” and “strong.” After advertisement exposure, “courageous” moved into the five highest-ranking attributes, signaling that perhaps the inclusion of an imperfect figure that defies traditional notions of greatness allowed the Nike brand to be seen as

increasingly brave. Additionally, respondents distanced both themselves and Nike from the same attributes—weak, vulnerable, shy, vengeful, and arrogant—albeit in a different order. Although respondents seemed to view themselves as a less physical kind of “hero” than Nike, they shared the aversion to weakness, arrogance, and an unforgiving nature.

<i>Characteristic</i>	<i>p-value</i>	<i>Survey 1 Mean</i>	<i>Survey 2 Mean</i>
<b>Courageous</b>	0.009	3.80	4.02
<b>Vulnerable</b>	0.017	1.32	1.49
<b>Arrogant</b>	0.01	2.69	2.40
<b>Genuine</b>	0.002	3.07	3.37
<b>Kind</b>	0.016	2.79	3.01

**Table 6:** Statistically significant differences in Jungian attribute perception for the Nike brand between Survey 1 (271 respondents) and Survey 2 (236 respondents). Responses were on a 5-point scale.

\*A two-sample t-test was used due to respondent attrition in Survey 2.

Table 6 shows the statistically significant differences in Jungian attribute perception for the Nike brand between Survey 1 and Survey 2. The significance of these differences indicates that introducing authenticity and imperfect, flawed figures into Hero archetype advertising can influence and change Millennial consumers’ brand perception. Nike was seen as significantly more courageous, genuine, and kind after respondent exposure to the advertisement—all positive attributes that benefit brand perception. It is notable that genuine and kind were the top two of the five highest-ranking hero attributes in respondents’ self-perception. The significant increase in means of these shared positive attributes suggests that there may also be an increase in actual self-congruence with Nike. Additionally, there was a statistically significant difference in the perception of Nike as arrogant, indicating that such authenticity in advertising has the potential to decrease negative brand perception as well as increase positive brand perception. The only

negative change in attributes was the difference in perception of Nike as vulnerable. This increase in perception of vulnerability may be due to the fact that the physically ‘imperfect’ figure in the advertisement—the young boy who was overweight and jogging at a slow pace—may have been perceived as physically vulnerable, and this may have impacted some respondents’ perception of the brand.

### *C. Customer Satisfaction and Opinion of Microsoft Brand*

	<i>Mean</i>	<i>% Top-Two Box</i>
<b>Overall Impression</b>	3.64	65.68
<b>Likelihood to Recommend</b>	3.26	46.50
<b>Purchase Satisfaction</b>	3.47	63.84

**Table 7:** Means and top-two-box percentages for three questions assessing brand opinion from Survey 1 (271 respondents) regarding the Microsoft brand. Responses were on a 5-point scale.

On average, respondents had a moderately favorable opinion of the Microsoft brand. Customer satisfaction with the Microsoft brand—comprised of purchase satisfaction and likelihood to recommend—was moderately favorable overall, with means above 3 on a 5-point Likert scale and top-two-box percentages between 45-65%. Overall impression was moderately favorable as well, with a mean of over 3.5 on a 5-point scale, and a top-two-box percentage nearing two-thirds of respondents. Respondents did not have as high of an opinion of Microsoft as they did of Nike on average, but respondents were not overwhelmingly dissatisfied with the brand. Survey 2 results are not presented in Table 7 because there was no statistically significant difference in overall impression, likelihood to recommend, and purchase satisfaction between Survey 1 and Survey 2.

#### D. Archetypal Brand Perception of Microsoft

Across both surveys, respondents were asked to state the level of perceived fit between a set of Jungian hero archetypal attributes and the Microsoft brand (*Appendices A and B*). Survey 1 results reflect respondent perception pre- advertisement exposure, and Survey 2 results reflect respondent perception post- advertisement exposure. The five highest-ranking and lowest-ranking attributes are summarized below.

Survey 1: Microsoft				Survey 2: Microsoft			
	Mean	% Top Two Box	Freq. of Maximum		Mean	% Top Two Box	Freq. of Maximum
Intelligent	4.10	74.91	122	Intelligent	3.92	67.79	89
Competent	3.80	65.55	86	Competent	3.49	53.42	54
Powerful	3.14	44.07	36	Genuine	2.98	36.76	24
Genuine	3.00	35.42	28	Powerful	2.88	30.63	26
Kind	3.78	34.73	13	Kind	2.77	26.39	14

**Table 8:** Highest-ranking attributes among Millennial respondents in Survey 1 (271 respondents) and Survey 2 (236 respondents) regarding the Microsoft brand. Criteria included mean, top-two box, and frequency of maximum. Responses were on a 5-point scale.

Survey 1: Microsoft				Survey 2: Microsoft			
	Mean	% Bottom Two Box	Freq. of Minimum		Mean	% Bottom Two Box	Freq. of Minimum
Vengeful	1.56	93.40	181	Vengeful	1.55	85.47	150
Weak	1.65	82.22	159	Weak	1.91	71.91	105
Vulnerable	1.81	77.41	140	Arrogant	1.94	73.30	108
Arrogant	1.92	71.96	133	Vulnerable	2.06	66.10	93
Shy	2.10	67.16	108	Shy	2.20	64.41	78

**Table 9:** Lowest-ranking attributes among Millennial respondents in Survey 1 (271 respondents) and Survey 2 (236 respondents) regarding the Microsoft brand. Criteria included mean, bottom-two box, and frequency of minimum. Responses were on a 5-point scale.

Unlike their perception of Nike as a traditional Jungian “hero,” Millennial respondents viewed Microsoft as a kind of hero similar to themselves, describing Microsoft with four of the five highest-ranking attributes from their own self-perception—intelligent, competent, genuine, and kind. In this way, respondents defined the Jungian hero in two different ways—the physically strong and masterful hero of Nike, and the emotionally and mentally strong hero of Microsoft and of Millennial respondents themselves. Interestingly, respondents distanced Microsoft from the same attributes that they distanced themselves and Nike from—weak, vulnerable, shy, vengeful, and arrogant—albeit in a different order. This pattern indicates that these attributes are seen as antithetical to the Millennial perception of the hero and the Millennial himself.

<i>Characteristic</i>	<i>p-value</i>	<i>Survey 1 Mean</i>	<i>Survey 2 Mean</i>
<b>Competent</b>	0.002	3.80	3.49
<b>Powerful</b>	0.017	3.14	2.88
<b>Weak</b>	0.002	1.65	1.91
<b>Vulnerable</b>	0.006	1.81	2.06
<b>Intelligent</b>	0.052*	4.10	3.92

**Table 10:** Statistically significant differences in Jungian attribute perception for the Microsoft brand between Survey 1 (271 respondents) and Survey 2 (236 respondents). Responses were on a 5-point scale.

\*This p-value is almost significant at a 95% CI (p-value = 0.05). It is included here as an indicator of a potentially statistically significant difference.

\*\*A two-sample t-test was used due to respondent attrition in Survey 2.

Table 10 shows the statistically significant differences in Jungian attribute perception for the Microsoft brand between Survey 1 and Survey 2. The statistical significance of these differences, along with the statistically significant differences observed among Nike’s archetypal perception, further strengthens the argument that introducing authenticity and imperfect, flawed figures into hero archetypal advertising can influence and change Millennial consumers’ brand

perception. However, unlike Nike, the kind of honesty and flaws that were presented in the Microsoft advertisement had a negative effect on consumer perception and increased the perception of low-ranking attributes in the Microsoft brand—attributes that respondents distanced themselves from in their self-perception. After exposure to the Microsoft advertisement, perceptions of Microsoft as weak and vulnerable increased, and Microsoft was seen as less intelligent, less powerful, and less competent. Although this did not change the highest- and lowest-ranking attributes, these differences suggest that the approach of using self-deprecating humor to create a sense of authenticity and honesty may not resonate with Millennials and may actually harm brand perception and consumer-brand attachment.

### **Brand Attachment**

The brand attachment measures used in this survey were modeled on the scholarship of Park et al. (2010). The first four statements in each series address brand-self connection, defined by Park et al. (2010) as “the cognitive and emotional connection between the brand and the self” (p. 2). The second set of four statements addresses brand prominence, defined by Park et al. (2010) as “the extent to which positive feelings and memories about the attachment object are seen as top of mind” (p. 2). Park et al. (2010) consider brand-self and brand prominence to be two key components of measuring brand attachment—brand-self connection “centrally reflects the definition of attachment as the bond connecting the person with the brand,” while brand prominence “adds precision in measuring the strength of the bond” (p. 2). The final two questions in the series address brand attitude strength and separation distress, which Park et al. (2010) consider to be a known emotional indicator of brand attachment (p. 7). The second

personal connection statement is an alternate phrasing of the original statement in the brand-self connection section.

#### *A. Brand Attachment – Nike*

<i>Statement</i>	<i>p-value</i>	<i>Survey 1 Mean</i>	<i>Survey 2 Mean</i>
Nike is a part of me and who I am.	<b>&lt; 0.0001</b>	2.72	3.40
I feel personally connected to Nike.	<b>&lt; 0.0001</b>	3.04	3.75
I feel emotionally bonded to Nike.	<b>&lt; 0.0001</b>	2.88	3.57
Nike says something to other people about who I am.	0.295	3.62	3.78
My thoughts and feelings about Nike come to mind naturally.	<b>0.009</b>	4.06	4.44
My thoughts and feelings about Nike come to mind so naturally and instantly that I don't have control over them.	<b>&lt; 0.0001</b>	3.10	3.70
The word "Nike" evokes good thoughts and feelings.	<b>0.015</b>	4.55	4.87
I have many thoughts about Nike.	<b>0.001</b>	3.53	4.03
I would be distressed if Nike went out of business.	<b>0.011</b>	3.77	4.17
Life would be hard to imagine without Nike.	<b>&lt; 0.0001</b>	3.03	3.92

**Table 11:** Differences in brand attachment for the Nike brand between Survey 1 (271 respondents) and Survey 2 (236 respondents). Responses were on a 5-point scale. Differences with statistically significant p-values (< 0.05 with 95% CI) are bolded, and these significant results are highlighted in gray.

<i>Statement</i>	<i>p-value</i>	<i>Survey 1 Mean</i>	<i>Survey 2 Mean</i>
I feel like I have a personal connection with Nike.*	<b>&lt; 0.0001</b>	2.87	3.31

**Table 12:** Differences in personal connection for the Nike brand between Survey 1 (271 respondents) and Survey 2 (236 respondents). Responses were on a 5-point scale. Differences with statistically significant p-values (< 0.05 with 95% CI) are bolded, and these significant results are highlighted in gray.

\*Alternate phrasing of the original personal connection statement in the brand-self connection section.

The results presented in Table 11 and Table 12 reveal that almost all of the differences in brand attachment between Survey 1 and Survey 2 are statistically significant and meaningful. Exposure to the Nike advertisement, which used the inclusion of flawed and imperfect figures to create an authentically empowering message, resulted in a statistically significant positive difference in almost all dimensions of brand attachment. The statistical significance of these differences helps to confirm my hypothesis that the presence of authenticity and humanistic flaws in Jungian archetypal advertising can influence and strengthen brand attachment.



*B. Brand Attachment – Microsoft*

<i>Statement</i>	<i>p-value</i>	<i>Survey 1 Mean</i>	<i>Survey 2 Mean</i>
Microsoft is a part of me and who I am.	<b>0.037</b>	2.40	2.68
I feel personally connected to Microsoft.	<b>0.051*</b>	2.51	2.79
I feel emotionally bonded to Microsoft.	<b>0.052*</b>	2.27	2.25
Microsoft says something to other people about who I am.	0.97	2.65	2.65
My thoughts and feelings about Microsoft come to mind naturally.	0.12	3.18	3.42
My thoughts and feelings about Microsoft come to mind so naturally and instantly that I don't have control over them.	<b>0.007</b>	2.62	3.01
The word "Microsoft" evokes good thoughts and feelings.	0.25	3.22	3.39
I have many thoughts about Microsoft.	0.18	2.85	3.03
I would be distressed if Microsoft went out of business.	0.20	3.58	3.37
Life would be hard to imagine without Microsoft.	0.54	3.70	3.59

**Table 13:** Differences in brand attachment for the Microsoft brand between Survey 1 (271 respondents) and Survey 2 (236 respondents). Responses were on a 5-point scale. Differences with statistically significant p-values (< 0.05 with 95% CI) are bolded, and these significant results are highlighted in gray.

\*This p-value is almost significant at a 95% CI (p-value = 0.05). It is included here as an indicator of a potentially statistically significant difference.

<i>Statement</i>	<i>p-value</i>	<i>Survey 1 Mean</i>	<i>Survey 2 Mean</i>
I feel like I have a personal connection with Microsoft.*	0.75	2.40	2.36

**Table 14:** Differences in personal connection for the Microsoft brand between Survey 1 (271 respondents) and Survey 2 (236 respondents). Responses were on a 5-point scale. Differences with statistically significant p-values ( $< 0.05$  with 95% CI) are bolded, and these significant results are highlighted in gray.

\*Alternate phrasing of the original personal connection statement in the brand-self connection section.

The results presented in Table 13 and Table 14 reveal that two of the differences in brand attachment between Survey 1 and Survey 2 are statistically significant and meaningful, and two differences are less than two-hundredths of a point away from being meaningful. Overall, exposure to the advertisement had a moderate effect on respondent brand attachment to the Microsoft brand—while the brand-self connection and brand prominence aspects of brand attachment were affected, the statistical significance varies slightly among these aspects. While the presence of significance in these results, along with the strong meaningful differences present within Nike brand attachment results, point to the ability of authenticity and flaws in Jungian archetypal advertising can influence and strengthen brand attachment, I posit that the difference in levels of statistically significant difference between the two hero brands is due largely to the difference in messaging tactics. While the Nike advertisement used the inclusion of flawed and imperfect figures to create an authentically empowering message, the Microsoft advertisement used self-deprecating humor to create a sense of authenticity and honesty that may not have resonated with Millennial respondents.

### Self-Congruence

The self-congruence measures used in this survey were modeled on the scholarship of

Malär et al. (2011). The first two statements for each brand measure actual self-congruence, and the second two statements for each brand measure ideal self-congruence.

*A. Actual and Ideal Self-Congruence – Nike*

<i>Statement</i>	<i>p-value</i>	<i>Survey 1 Mean</i>	<i>Survey 2 Mean</i>
The personality of Nike is consistent with how I see myself.	0.54	2.91	2.97
The personality of Nike is a mirror image of me.	<b>0.047</b>	2.13	2.32

**Table 15:** Differences in actual self-congruence for the Nike brand between Survey 1 (271 respondents) and Survey 2 (236 respondents). Responses were on a 5-point scale. Differences with statistically significant p-values ( $< 0.05$  with 95% CI) are bolded, and these significant results are highlighted in gray.

<i>Statement</i>	<i>p-value</i>	<i>Survey 1 Mean</i>	<i>Survey 2 Mean</i>
The personality of Nike is consistent with how I see my ideal self.	0.055	3.31	3.50
The personality of Nike is a mirror image of my ideal self.	<b>0.052*</b>	2.80	3.01

**Table 16:** Differences in ideal self-congruence for the Nike brand between Survey 1 (271 respondents) and Survey 2 (236 respondents). Responses were on a 5-point scale. Differences with statistically significant p-values ( $< 0.05$  with 95% CI) are bolded, and these significant results are highlighted in gray.

\*This p-value is almost significant at a 95% CI (p-value = 0.05). It is included here as an indicator of a potentially statistically significant difference.

The results presented in Tables 15 and 16 reveal that Millennial respondents lacked a strong actual or ideal self-congruence with Nike. While the means for ideal self-congruence with Nike are slightly higher than those for actual self-congruence, the only truly statistically significant difference occurred in the second actual self-congruence statement. A truly meaningful difference between actual and ideal self-congruence for Nike did not fully manifest

across each set of measures, which is in line with the mixed results of Nike's archetypal brand perception analysis.

*B. Actual and Ideal Self-Congruence – Microsoft*

<i>Statement</i>	<i>p-value</i>	<i>Survey 1 Mean</i>	<i>Survey 2 Mean</i>
The personality of Microsoft is consistent with how I see myself.	0.49	2.28	2.22
The personality of Microsoft is a mirror image of me.	0.20	1.94	2.06

**Table 17:** Differences in actual self-congruence for the Microsoft brand between Survey 1 (271 respondents) and Survey 2 (236 respondents). Responses were on a 5-point scale. Differences with statistically significant p-values ( $< 0.05$  with 95% CI) are bolded, and these significant results are highlighted in gray.

<i>Statement</i>	<i>p-value</i>	<i>Survey 1 Mean</i>	<i>Survey 2 Mean</i>
The personality of Microsoft is consistent with how I see my ideal self.	0.70	2.29	2.25
The personality of Microsoft is a mirror image of my ideal self.	0.84	2.05	2.06

**Table 18:** Differences in ideal self-congruence for the Microsoft brand between Survey 1 (271 respondents) and Survey 2 (236 respondents). Responses were on a 5-point scale. Differences with statistically significant p-values ( $< 0.05$  with 95% CI) are bolded, and these significant results are highlighted in gray.

The results presented in Tables 17 and 18 reveal that Millennial respondents lacked a strong actual and ideal self-congruence with Microsoft. Both means are under 3, showing a weak self-congruence, and there was no statistically significant difference between the pre- and post-advertisement exposure results. This may have been due, in part, to the lack of resonance and messaging tactics of the Microsoft advertisement.

Across both the Nike and Microsoft self-congruence results, there was a lack of strong self-congruence, as well as a lack of statistically significant differences between Survey 1 and Survey 2 self-congruence measures. While flawed and authentic advertising may have had little impact on actual and ideal self-congruence in this survey, further research should explore this relationship with a larger, more representative sample of Millennials and various archetypal brands and advertisements.

### *C. Actual/Ideal Self-Congruence and Brand Attachment*

	The personality of Nike is consistent with how I see myself.	The personality of Nike is a mirror image of me.	The personality of Nike is consistent with how I see my ideal self.	The personality of Nike is a mirror image of my ideal self.
Nike is a part of me and who I am.	0.37	<b>0.43</b>	0.22	0.24
I feel personally connected to Nike.	<b>0.40</b>	<b>0.40</b>	0.29	0.29
I feel emotionally bonded to Nike.	<b>0.42</b>	<b>0.46</b>	0.26	0.29
Nike says something to other people about who I am.	<b>0.41</b>	<b>0.42</b>	0.32	0.37
My thoughts and feelings about Nike come to mind naturally.	0.26	0.19	0.23	0.16
My thoughts and feelings about Nike come to mind so naturally and instantly that I don't have control over them.	0.22	0.25	0.18	0.14
The word "Nike" evokes good thoughts and feelings.	0.33	0.19	0.36	0.26

I have many thoughts about Nike.	0.24	0.28	0.17	0.14
I would be distressed if Nike went out of business.	0.26	0.31	0.23	0.23
Life would be hard to imagine without Nike.	0.24	0.29	0.13	0.16

**Table 19:** Pearson correlation matrix for the Nike brand between Survey 1 (271 respondents) and Survey 2 (236 respondents). Correlations above 0.40 are bolded.

	The personality of Microsoft is consistent with how I see myself.	The personality of Microsoft is a mirror image of me.	The personality of Microsoft is consistent with how I see my ideal self.	The personality of Microsoft is a mirror image of my ideal self.
Microsoft is a part of me and who I am.	<b>0.51</b>	<b>0.49</b>	<b>0.55</b>	<b>0.45</b>
I feel personally connected to Microsoft.	<b>0.46</b>	0.39	<b>0.48</b>	<b>0.40</b>
I feel emotionally bonded to Microsoft.	<b>0.53</b>	<b>0.45</b>	<b>0.52</b>	<b>0.47</b>
Microsoft says something to other people about who I am.	<b>0.52</b>	<b>0.40</b>	<b>0.51</b>	<b>0.44</b>
My thoughts and feelings about Microsoft come to mind naturally.	0.23	0.17	0.20	0.19
My thoughts and feelings about Microsoft come to mind so naturally and instantly that I don't have control over them.	0.27	0.26	0.23	0.25

The word “Microsoft” evokes good thoughts and feelings.	<b>0.49</b>	<b>0.43</b>	<b>0.52</b>	<b>0.49</b>
I have many thoughts about Microsoft.	0.29	0.29	0.29	0.27
I would be distressed if Microsoft went out of business.	0.29	0.23	0.33	0.27
Life would be hard to imagine without Microsoft.	0.31	0.24	0.28	0.28

**Table 20:** Pearson correlation matrix for the Microsoft brand between Survey 1 (271 respondents) and Survey 2 (236 respondents). Correlations above 0.40 are bolded.

Malär et al. (2011) posited that brands with stronger actual self-congruence generated higher levels of emotional brand attachment than brands with stronger ideal self-congruence. As a partial investigation into this statement, I used Pearson correlations to investigate the correlations between actual and ideal self-congruence measures and brand attachment aspects across Survey 1 and Survey 2 for both brands. For the Nike brand, actual self-congruence measures resulted in the strongest correlations ( $> 0.40$ ). These correlations were clustered in the brand-self connection brand attachment metric. While my analysis of self-congruence revealed slightly higher means for ideal self-congruence as opposed to actual self-congruence in the case of Nike, my archetypal brand perception analysis of Nike revealed that exposure to the advertisement resulted in a statistically significant increase in attributes that matched with respondents’ actual self-perception. Although there is no definitive self-congruence for the Nike brand, brand attachment seems to have a stronger correlation with actual self-congruence.

In the case of Microsoft, the strongest correlations ( $> 0.40$ ) were spread across actual and ideal self-congruence. Given that self-congruence was weakest and least meaningful for the

Microsoft brand, it makes sense that one form of self-congruence does not have stronger correlations than another.

Overall, self-congruence seems to have the strongest impact on the brand-self connection aspect of brand attachment, as opposed to the brand prominence and brand attitude strength aspects. However, given that self-congruence was relatively weak and inconclusive across both brands, stronger correlations may occur in additional research using a larger, more representative sample of Millennials and various brands and advertisements.

## Purchase Intent

### *A. Purchase Intent – Nike and Microsoft*

<i>Statement</i>	<i>p-value</i>	<i>Survey 1 Mean</i>	<i>Survey 2 Mean</i>
Purchase intent	0.75	4.37	4.34
Purchase intent versus competitor products	0.40	4.01	4.08

**Table 21:** Differences in purchase intent for the Nike brand between Survey 1 (271 respondents) and Survey 2 (236 respondents). Responses were on a 5-point scale. Differences with statistically significant p-values ( $< 0.05$  with 95% CI) are bolded, and these significant results are highlighted in gray.

<i>Statement</i>	<i>p-value</i>	<i>Survey 1 Mean</i>	<i>Survey 2 Mean</i>
Purchase intent	0.83	3.25	3.23
Purchase intent versus competitor products	0.63	2.84	2.78

**Table 22:** Differences in purchase intent for the Microsoft brand between Survey 1 (271 respondents) and Survey 2 (236 respondents). Responses were on a 5-point scale. Differences with statistically significant p-values ( $< 0.05$  with 95% CI) are bolded, and these significant results are highlighted in gray.



The results presented in Tables 21 and 22 reveal that there is no statistically significant difference in purchase intent pre- and post-advertisement exposure across Survey 1 and Survey 2 for both brands. However, the indirect effects of authentic advertisement exposure on purchase intent are explored in the following section.

*B. Impact of Brand-Self Connection, Customer Satisfaction, and Self-Congruence on Purchase Intent*

To further explore the factors that influence purchase intent, I ran stepwise regressions for both brands to explore whether self-congruence, customer satisfaction, and brand-self connection helped to explain the variance in purchase intent. Survey 2 data was used to explore the indirect influence of authentic advertisement exposure. The outputs from my stepwise regressions are presented as appendices for both Nike (*Appendix C*) and Microsoft (*Appendix D*).

In the stepwise regression involving the Nike brand (*Appendix C*), the  $R^2$  value was 0.387, meaning that 38.7% of the variance in purchase intent can be explained by three statistically significant factors: level of satisfaction, brand-self connection, and actual self-congruence. Level of satisfaction had the greatest impact on purchase intent variance, followed by brand-self connection and actual self-congruence. Given that the  $R^2$  value for this regression was lower than 0.45, it cannot be said to be predictive, but it can be directionally useful. The inclusion of actual self-congruence as a statistically significant factor in this regression provides some potential evidence that actual self-congruence may directly or indirectly affect purchase intent, a prediction raised by both Sirgy (1982) and Malär et al. (2011).

In the stepwise regression involving the Microsoft brand (*Appendix D*), the  $R^2$  value was 0.542, meaning that 54.2% of the variance in purchase intent can be explained by three statistically significant factors: level of satisfaction, brand-self connection, and ideal self-

congruence. Level of satisfaction had the greatest impact on purchase intent variance, followed by brand-self connection and ideal self-congruence. Given that the  $R^2$  value for this regression was greater than 0.45, it can be said to be predictive. Since Microsoft had very weak results for actual and ideal self-congruence, the implications for ideal self-congruence in this regression cannot be clearly determined. However, the fact that both forms of self-congruence were factors in both regressions indicates that further research is needed into the impact of actual and ideal self-congruence on Millennial purchase intent for Jungian archetypal brands.

While level of purchase satisfaction is a fairly obvious factor in explaining variance in purchase intent, the inclusion of brand-self connection as a factor that influences purchase intent is interesting, especially in light of the fact that there was no statistically significant difference in purchase intent before and after advertisement exposure. While its influence may not have been direct, the strong influence of advertisement exposure in strengthening brand-self connection and brand attachment (*Tables 12 and 13*), and the subsequent influence of brand-self connection on purchase intent, makes authentic advertisement exposure a factor that has potential to indirectly impact purchase intent among Millennials.

## **Implications of Research**

### **Implications for Brand Perception and Brand Attachment**

The results of my study revealed a discrepancy between Millennial respondents' perception of—and relationship with—hero brands that implemented authenticity and flaws into their advertising. Although respondents' highest-ranking and lowest-ranking “hero” attributes in terms of self-perception predominately aligned with the archetypal perception of Microsoft, Microsoft experienced a predominately negative effect from advertisement exposure, while Nike

experienced a positive effect on brand perception from advertisement exposure and a strengthening of attributes that aligned with respondent self-perception. Additionally, the meaningful increase in brand attachment for Nike following advertisement exposure occurred on a much lesser scale for Microsoft.

These results indicate that the introduction of elements of authenticity and flawed archetypes into hero archetypal advertising strategy can influence and strengthen brand attachment among Millennials, as well as influence their perception of brands according to Jungian archetypal characteristics. However, the differences in brand attachment and brand perception post-exposure support the notion that the inclusion of any kind of authenticity and flawed archetypal figures in advertising does not guarantee a positive effect on brand attachment or perception. Microsoft's use of self-deprecating and offbeat humor to convey authenticity and highlight brand flaws was not as successful in increasing brand attachment as Nike's use of an emotionally stirring and empowering message of authenticity and flaws within brand users and non-brand users alike. While more research should be conducted as to the influence of various authentic and flawed archetypal advertising strategies on brand perception and brand attachment, especially among a more representative sample of Millennials, brands who employ traditional hero archetypal advertising strategies should be wary of using self-deprecating and offbeat humor to create authenticity and strengthen brand attachment. However, introducing authenticity into traditional hero archetypal advertising using inspiring messaging and a flawed character that is motivating rather than humorous can potentially increase brand attachment and strengthen perception of valued archetypal attributes among Millennials. Further research should be conducted to explore the effects of authenticity in archetypal advertising on brand attachment in other Jungian archetypal categories.

### **Implications for Self-Congruence**

Although multiple scholars have asserted the impact of actual self-congruence versus ideal self-congruence on brand attachment and purchase intent, my research revealed that neither actual nor ideal self-congruence was particularly strong for either brand, and advertisement exposure seemed to have a stronger impact on brand attachment than any element of self-congruence for Millennial respondents. This was underscored by the fact that an aspect of brand attachment—brand-self connection—had a significantly stronger influence on purchase intent than any element of self-congruence in both regression analyses. Given that multiple factors may have impacted the weak self-congruence—including sample size, makeup of the convenience sample, and differences in messaging within the advertisements—self-congruence should still be explored in future research in relation to Jungian archetypal advertising and brand attachment. However, brands may have more success in increasing brand attachment by focusing on developing meaningful and emotionally resonant creative and messaging that introduces authenticity and/or flawed figures into their archetypal advertising campaigns as opposed to attempting to create an exact match between self-perception and brand perception. Further research should be conducted into the effects of authenticity in archetypal advertising on self-congruence in other Jungian archetypal categories and using a more representative sample of Millennials.

### **Implications for Purchase Intent**

Although authentic advertisement exposure did not seem to have a direct effect on purchase intent, an element that was strongly influenced by advertisement exposure—brand-self

connection—was a factor that helped to explain variation in purchase intent in stepwise regressions for both brands (*Appendices C and D*). These results indicate that the inclusion of authenticity and/or flawed figures into hero archetypal advertising has the potential to indirectly influence purchase intent among Millennials. Further research should be conducted into the effects of authenticity in archetypal advertising in other Jungian archetypal categories using a more representative sample of Millennials. However, these results indicate that by using authenticity and flaws within archetypal advertising strategies to strengthen brand attachment, brands can potentially increase purchase intent among a generation that many brands are clamoring to influence.

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## Appendix A

## Survey Questionnaire 1

**University of North Carolina at Chapel Hill****Principal Investigator:** Paige Roberts**IRB Number:** 17-3213

The purpose of this research study is to examine the effects of authenticity and humanistic flaws in archetypal advertising and branding campaigns on consumer self-brand connection and brand attachment.

Being in a research study is completely voluntary. You can choose not to partake in this research study.

If you agree to take part in this research, you will be asked several questions regarding your perception and opinions of yourself, as well as several well-known brands. Your participation in this study will take about ten minutes. You may be asked to participate in a second survey on a related topic in the coming days.

You can choose not to answer any question you do not wish to answer. You can also choose to stop taking the survey at any time. You must be at least 18 years old to participate. If you are younger than 18 years old, please stop now.

To protect your identity as a research subject, the research data will not be stored with your name, PID, or email address, if you choose to provide this information for research participation credit or entrance to win a \$100 Amazon gift card. You will be able to enter your email for the gift card drawing at the end of the second survey in this research study. You will be provided with the link to this second survey in the coming days. In any publication about this research, your name or other private information will not be used.

If you have any questions about this research, please contact the Investigator named at the top of this form by calling 336-354-9059 or emailing [epaiger@live.unc.edu](mailto:epaiger@live.unc.edu). If you have questions or concerns about your rights as a research subject, you may contact the UNC Institutional Review Board at 919-966-3113 or by email to [IRB\\_subjects@unc.edu](mailto:IRB_subjects@unc.edu).

Note: It is strongly recommended that you complete this survey on a desktop computer or laptop instead of a mobile device.

☐ I consent

☐ I do not consent

*Skip To: End of Survey If   University of North Carolina at Chapel Hill Principal Investigator: Paige Roberts IRB Number:... = I do not consent*

Q2: How well does each of the following characteristics describe you?

	Not well at all	Slightly well	Moderately well	Very well	Perfectly
Courageous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strong	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Competent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Powerful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weak	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vulnerable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arrogant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vengeful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Intelligent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gallant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adventurous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Genuine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tough	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Extraverted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kind	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q4: Please state your level of agreement with the following statements.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Overall, I am satisfied with myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that I am a person of worth.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am inclined to think I am a failure.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have a positive attitude towards myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q43: Please indicate your overall impression of **Nike**.

- ☐ Very favorable
- ☐ Somewhat favorable
- ☐ Neither favorable nor unfavorable
- ☐ Somewhat unfavorable
- ☐ Very unfavorable

Q6: How likely are you to make a purchase from **Nike**?

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Neither likely nor unlikely
- ☐ Somewhat unlikely
- ☐ Very unlikely

Q7: How likely are you to recommend **Nike** to family or friends?

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Neither likely nor unlikely
- ☐ Somewhat unlikely
- ☐ Very unlikely

Q5: If you have purchased from **Nike**, please indicate your overall level of satisfaction with the products and/or services that **Nike** provides.

- ☐ Very satisfied
- ☐ Somewhat satisfied
- ☐ Neither satisfied nor unsatisfied
- ☐ Somewhat unsatisfied
- ☐ Very unsatisfied
- ☐ I have never purchased a Nike product.

Q8: Consider the following brand when answering the following questions: **Nike**  
Please indicate your level of familiarity with the Nike brand.

- ☐ Very familiar
- ☐ Somewhat familiar
- ☐ Neither familiar nor unfamiliar
- ☐ Somewhat unfamiliar
- ☐ Very unfamiliar

Q9: My feelings toward **Nike** can be characterized by:

*(Please select all that apply).*

- ☐ Affection
- ☐ Love
- ☐ Passion
- ☐ Delight
- ☐ Captivation
- ☐ None of the above

Q10: I feel like I have a personal connection with **Nike**.

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree nor disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

Q39: What is the likelihood of you buying a **Nike** product versus similar competitor products?

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Neither likely nor unlikely
- ☐ Somewhat unlikely
- ☐ Very unlikely

Q11: Please state your level of agreement to each of the following statements in relation to Nike.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
Nike is a part of me and who I am. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel personally connected to Nike. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel emotionally bonded to Nike. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nike says something to other people about who I am. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My thoughts and feelings about Nike come to mind naturally. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My thoughts and feelings about Nike come to mind so naturally and instantly that I don't have control over them. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The word "Nike" evokes good thoughts and feelings. (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have many thoughts about Nike. (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would be distressed if Nike went out of business. (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Life would be hard to imagine without Nike (10).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q25: Please imagine that **Nike** is a person with distinct personality traits and characteristics. How well does each of the following characteristics describe **Nike**?



	Not well at all	Slightly well	Moderately well	Very well	Perfectly
Courageous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strong	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Competent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Powerful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weak	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vulnerable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arrogant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vengeful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Intelligent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gallant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adventurous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Genuine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tough	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Extraverted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kind	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q29: Take a moment to think about **Nike** as a person and imagine the personality of **Nike**. Now think about how you perceive yourself. What kind of person are you? How would you describe your personality?

After you have done this, indicate your level of agreement or disagreement with the following statements.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
The personality of Nike is consistent with how I see myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The personality of Nike is a mirror image of me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q40: Take a moment to think about **Nike** as a person and imagine the personality of **Nike**. Now think about yourself as you would ideally like to be. What kind of person would you like to be?

After you have done this, indicate your level of agreement or disagreement with the following statements.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
The personality of Nike is consistent with how I see my ideal self.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The personality of Nike is a mirror image of my ideal self.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q45: Please indicate your overall impression of **Microsoft**.

- ☐ Very favorable
- ☐ Somewhat favorable
- ☐ Neither favorable nor unfavorable
- ☐ Somewhat unfavorable
- ☐ Very unfavorable

Q48: How likely are you to make a purchase from **Microsoft**?

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Neither likely nor unlikely
- ☐ Somewhat unlikely
- ☐ Very unlikely

Q47: How likely are you to recommend **Microsoft** to family or friends?

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Neither likely nor unlikely
- ☐ Somewhat unlikely
- ☐ Very unlikely

Q50: If you have purchased from **Microsoft**, please indicate your level of satisfaction with the products and/or services that **Microsoft** provides.

- ☐ Very satisfied
- ☐ Somewhat satisfied
- ☐ Neither satisfied nor unsatisfied
- ☐ Somewhat unsatisfied
- ☐ Very unsatisfied
- ☐ I have never purchased a Microsoft product.

Q12: Consider the following brand when answering the following questions: **Microsoft**

Please indicate your level of familiarity with Microsoft.

- ☐ Very familiar
- ☐ Somewhat familiar
- ☐ Neither familiar nor unfamiliar
- ☐ Somewhat unfamiliar
- ☐ Very unfamiliar

Q13: My feelings toward the **Microsoft** brand can be characterized by:

*(Please select all that apply).*

- ☐ Affection
- ☐ Love
- ☐ Passion
- ☐ Delight
- ☐ Captivation
- ☐ None of the above

Q14: I feel like I have a personal connection with **Microsoft**.

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree nor disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

Q51: What is the likelihood of you buying a Microsoft product versus other competitor products?

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Neither likely nor unlikely
- ☐ Somewhat unlikely
- ☐ Very unlikely

Q15: Please state your level of agreement to each of the following statements in relation to Microsoft.

[illegible]

I would be distressed if Microsoft went out of business.

○ ○ ○ ○ ○ ○ ○

Life would be  
hard to  
imagine  
without  
Microsoft.

○ ○ ○ ○ ○ ○ ○



Q26: Please imagine that **Microsoft** is a person with distinct personality traits and characteristics. How well does each of the following characteristics describe **Microsoft**?

	Not well at all	Slightly well	Moderately well	Very well	Perfectly
Courageous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strong	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Competent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Powerful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weak	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vulnerable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arrogant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vengeful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Intelligent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gallant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adventurous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Genuine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tough	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Extraverted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kind	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q30: Take a moment to think about **Microsoft** as a person and imagine the personality of **Microsoft**. Now think about how you perceive yourself. What kind of person are you? How would you describe your personality?

After you have done this, indicate your level of agreement or disagreement with the following statements.

	Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
The personality of Microsoft is consistent with how I see myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The personality of Microsoft is a mirror image of me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q42: Take a moment to think about **Microsoft** as a person and imagine the personality of **Microsoft**. Now think about yourself as you would ideally like to be. What kind of person would you like to be?

After you have done this, indicate your level of agreement or disagreement with the following statements.

	Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
The personality of Microsoft is consistent with how I see my ideal self.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The personality of Microsoft is a mirror image of my ideal self.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q33: Are you currently a college student?

☐ Yes

☐ No

*Skip To: Q34 If Are you currently a college student? = Yes*

*Skip To: Q35 If Are you currently a college student? = No*

Q34: What is your current class standing?

- ☐ Freshman
- ☐ Sophomore
- ☐ Junior
- ☐ Senior
- ☐ Graduate student

Q35: What is your age?

- ☐ 18-20
- ☐ 21-24
- ☐ 25-29
- ☐ 30-35
- ☐ 36-45
- ☐ 46-60
- ☐ 61 or older

Q36: What is your gender?

- ☐ Male
- ☐ Female
- ☐ Other
- ☐ Prefer not to answer

Q37: With what race or ethnicity do you best identify?

- ☐ White
- ☐ Hispanic/Latino
- ☐ American Indian or Alaska Native
- ☐ Asian
- ☐ Native Hawaiian or Pacific Islander
- ☐ Black or African American
- ☐ Other

Q38: What is your household income?

If you are still dependent on your parents, please answer with your parents' household income. If you are independent of your parents, please answer with your personal yearly income.

- ☐ \$0-19,999
- ☐ \$20,000-29,999
- ☐ \$30,000-39,999
- ☐ \$40,000-49,999
- ☐ \$50,000-59,999
- ☐ \$60,000-69,999
- ☐ \$70,000-79,999
- ☐ \$80,000-\$89,999
- ☐ \$90,000-99,999
- ☐ \$100,000-149,999
- ☐ \$150,000-199,999

- ☐ \$200,000-499,999
- ☐ \$500,000 or more
- ☐ Prefer not to answer

## Appendix B

## Survey Questionnaire 2

**University of North Carolina at Chapel Hill****Principal Investigator:** Paige Roberts**IRB Number:** 17-3213

The purpose of this research study is to examine the effects of authenticity and humanistic flaws in archetypal advertising and branding campaigns on consumer self-brand connection and brand attachment.

Being in a research study is completely voluntary. You can choose not to be in this research study.

If you agree to take part in this research, you will be asked several questions regarding your perception and opinions of yourself, as well as several well-known brands.

You will also be exposed to several short advertisements. Your participation in this study will take about ten minutes.

You can choose not to answer any question you do not wish to answer. You can also choose to stop taking the survey at any time. You must be at least 18 years old to participate. If you are younger than 18 years old, please stop now.

To protect your identity as a research subject, the research data will not be stored with your name, PID, or email address, if you choose to provide this information for research credit or entrance to win a \$100 Amazon gift card. In any publication about this research, your name or other private information will not be used.

If you have any questions about this research, please contact the Investigator named at the top of this form by calling 336-354-9059 or emailing [epaiger@live.unc.edu](mailto:epaiger@live.unc.edu). If you have questions or concerns about your rights as a research subject, you may contact the UNC Institutional Review Board at 919-966-3113 or by email to [IRB\\_subjects@unc.edu](mailto:IRB_subjects@unc.edu).

**Note: It is strongly recommended that you complete this survey on a desktop computer or laptop instead of a mobile device.**

☐ I consent

☐ I do not consent

*Skip To: End of Survey If University of North Carolina at Chapel Hill Principal Investigator: Paige Roberts IRB Number: 17-... = I do not consent*

Q2: How well does each of the following characteristics describe you?

	Not well at all	Slightly well	Moderately well	Very well	Perfectly
Courageous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strong	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Competent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Powerful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weak	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vulnerable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arrogant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vengeful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Intelligent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gallant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adventurous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Genuine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tough	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Extraverted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kind	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9: Please indicate your level of familiarity with the **Nike** brand.

- ☐ Very familiar
- ☐ Somewhat familiar
- ☐ Neither familiar nor unfamiliar
- ☐ Somewhat unfamiliar
- ☐ Very unfamiliar

Q8: You will now be exposed to a short advertisement from **Nike**. Please watch the entire advertisement, and then proceed to the next question.

---

Q4: Please indicate your overall impression of **Nike**.

- ☐ Very favorable
- ☐ Somewhat favorable
- ☐ Neither favorable nor unfavorable
- ☐ Somewhat unfavorable
- ☐ Very unfavorable

Q5: How likely are you to make a purchase from **Nike**?

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Neither likely nor unlikely
- ☐ Somewhat unlikely
- ☐ Very unlikely



Q6: How likely are you to recommend **Nike** to family or friends?

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Neither likely nor unlikely
- ☐ Somewhat unlikely
- ☐ Very unlikely

Q7: If you have purchased from **Nike**, please indicate your overall level of satisfaction with the products and/or services that **Nike** provides.

- ☐ Very satisfied
- ☐ Somewhat satisfied
- ☐ Neither satisfied nor unsatisfied
- ☐ Somewhat unsatisfied
- ☐ Very unsatisfied
- ☐ I have never purchased a Nike product.

Q10: My feelings toward **Nike** can be characterized by:

*(Please select all that apply).*

- ☐ Affection
- ☐ Love
- ☐ Passion
- ☐ Delight
- ☐ Captivation
- ☐ None of the above.

Q11: I feel like I have a personal connection with **Nike**.

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree nor disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

Q12: What is the likelihood of you buying a **Nike** product versus similar competitor products?

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Neither likely nor unlikely
- ☐ Somewhat unlikely
- ☐ Very unlikely

Q14: Please imagine that **Nike** is a person with distinct personality traits and characteristics. How well does each of the following characteristics describe **Nike**?

	Not well at all	Slightly well	Moderately well	Very well	Perfectly
Courageous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strong	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Competent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Powerful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weak	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vulnerable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arrogant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vengeful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Intelligent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gallant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adventurous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Genuine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tough	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Extraverted



Kind



Q15: Please state your level of agreement to each of the following statements in relation to **Nike**.

[illegible]

I have many thoughts about Nike.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would be distressed if Nike went out of business.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is difficult to imagine life without Nike.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q16: Take a moment to think about **Nike** as a person and imagine the personality of **Nike**. Now think about how you perceive yourself. What kind of person are you? How would you describe your personality?

After you have done this, indicate your level of agreement with the following statements.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
The personality of Nike is consistent with how I see myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The personality of Nike is a mirror image of me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q17: Take a moment to think about **Nike** as a person and imagine the personality of **Nike**. Now think about yourself as you would ideally like to be. What kind of person would you like to be?

After you have done this, indicate your level of agreement with the following statements.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
The personality of Nike is consistent with how I see my ideal self.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The personality of Nike is a mirror image of my ideal self.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q21: Please indicate your level of familiarity with the **Microsoft** brand.

- ☐ Very familiar
- ☐ Somewhat familiar
- ☐ Neither familiar nor unfamiliar
- ☐ Somewhat unfamiliar
- ☐ Very unfamiliar

Q19: You will now be exposed to a short advertisement from **Microsoft** for one of their products. Please watch the entire advertisement, and then proceed to the next question.

Q36: Please indicate your overall impression of **Microsoft**.

- ☐ Very favorable
- ☐ Somewhat favorable
- ☐ Neither favorable nor unfavorable
- ☐ Somewhat unfavorable
- ☐ Very unfavorable



Q37: How likely are you to make a purchase from **Microsoft**?

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Neither likely nor unlikely
- ☐ Somewhat unlikely
- ☐ Very unlikely

Q38: How likely are you to recommend **Microsoft** to family or friends?

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Neither likely nor unlikely
- ☐ Somewhat unlikely
- ☐ Very unlikely

Q39: If you have purchased from **Microsoft**, please indicate your overall satisfaction with the products and/or services that **Microsoft** provides.

- ☐ Very satisfied
- ☐ Somewhat satisfied
- ☐ Neither satisfied nor unsatisfied
- ☐ Somewhat unsatisfied
- ☐ Very unsatisfied
- ☐ I have never purchased a Microsoft product.

Q23: My feelings toward **Microsoft** can be characterized by:

*(Please select all that apply).*

- ☐ Affection
- ☐ Love
- ☐ Passion
- ☐ Delight
- ☐ Captivation
- ☐ None of the above.

Q24: I feel like I have a personal connection with **Microsoft**.

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree nor disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

Q25: What is the likelihood of you buying a **Microsoft** product versus other competitor products?

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Neither likely nor unlikely
- ☐ Somewhat unlikely
- ☐ Very unlikely

Q26: Please imagine that **Microsoft** is a person with distinct personality traits and characteristics. How well does each of the following characteristics describe **Microsoft**?

	Not well at all	Slightly well	Moderately well	Very well	Perfectly
Courageous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strong	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Competent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Powerful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weak	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vulnerable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arrogant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vengeful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Intelligent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gallant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adventurous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Genuine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tough	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



come to mind so naturally and instantly that I don't have much control over them.							
The word "Microsoft" evokes good thoughts and feelings.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have many thoughts about Microsoft.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would be distressed if Microsoft went out of business.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is difficult to imagine life without Microsoft.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q28: Take a moment to think about **Microsoft** as a person and imagine the personality of **Microsoft**. Now think about how you perceive yourself. What kind of person are you? How would you describe your personality?

After you have done this, indicate your level of agreement with the following statements.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
The personality of Microsoft is consistent with how I see myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The personality of Microsoft is a mirror image of me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q29: Take a moment to think about **Microsoft** as a person and imagine the personality of **Microsoft**. Now think about yourself as you would ideally like to be. What kind of person would you like to be?

After you have done this, indicate your level of agreement with the following statements.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
The personality of Microsoft is consistent with how I see my ideal self.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The personality of Microsoft is a mirror image of my ideal self.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q30: Are you a college student?

- ☐ Yes
- ☐ No

*Skip To: Q31 If Are you a college student? = Yes*

*Skip To: Q32 If Are you a college student? = No*

Q31: What is your current class standing?

- ☐ Freshman
- ☐ Sophomore
- ☐ Junior
- ☐ Senior
- ☐ Graduate student

Q32: Please indicate which age group you belong to.

- ☐ 18-20
- ☐ 21-24
- ☐ 25-29
- ☐ 30-35
- ☐ 36-45
- ☐ 46-60
- ☐ 61 or older

Q33: What is your gender?

- ☐ Male
- ☐ Female
- ☐ Other
- ☐ Prefer not to answer

Q34: With what race or ethnicity do you best identify?

- ☐ White
- ☐ Black or African American
- ☐ American Indian or Alaska Native
- ☐ Asian
- ☐ Native Hawaiian or Pacific Islander
- ☐ Hispanic/Latino
- ☐ Other

Q35: What is your household income?

If you are still dependent on your parents, please answer with your parents' household income. If you are independent of your parents, please answer with your personal yearly income.

- ☐ \$0-19,999
- ☐ \$20,000-29,999
- ☐ \$30,000-39,999
- ☐ \$40,000-49,999
- ☐ \$50,000-59,999
- ☐ \$60,000-69,999
- ☐ \$70,000-79,999
- ☐ \$80,000-89,999
- ☐ \$90,000-99,999
- ☐ \$100,000-149,999
- ☐ \$150,000-199,999
- ☐ \$200,000-499,999



- ☐ \$500,000 or more
- ☐ Prefer not to answer

## Appendix C

## Stepwise Regression – Nike Brand

*Question Codes:*

Q11 = “I feel like I have a personal connection with Nike”

Q7 = Level of satisfaction with purchase

Q5 = Purchase intent

Q16-1 = “The personality of Nike is consistent with how I see myself”

Q16-2 = “The personality of Nike is a mirror image of me”

Q17-1 = “The personality of Nike is consistent with how I see my ideal self”

Q17-2 = “The personality of Nike is a mirror image of my ideal self”

*Correlation Matrix:*

	Q11	Q7	Q16_1	Q16_2	Q17_1	Q17_2	Q5
Q11	1	0.220	0.456	0.423	0.347	0.339	0.386
Q7	0.220	1	0.306	0.159	0.175	0.190	0.545
Q16_1	0.456	0.306	1	0.666	0.497	0.432	0.367
Q16_2	0.423	0.159	0.666	1	0.408	0.523	0.308
Q17_1	0.347	0.175	0.497	0.408	1	0.779	0.261
Q17_2	0.339	0.190	0.432	0.523	0.779	1	0.247
Q5	0.386	0.545	0.367	0.308	0.261	0.247	1

*Summary of the variables selection Q5:*

Nbr. of variables	Variables	Variable IN/OUT	Status	MSE	R <sup>2</sup>	Adjusted R <sup>2</sup>
1	Q7	Q7	IN	0.632	0.297	0.294
2	Q11 / Q7	Q11	IN	0.568	0.371	0.366
3	Q11 / Q7 / Q16_2	Q16_2	IN	0.557	0.387	0.379

*Goodness of Fit Statistics:*

Observations	235.000
Sum of weights	235.000
DF	231.000
R <sup>2</sup>	0.387
Adjusted R <sup>2</sup>	0.379

<b>MSE</b>	0.557
<b>RMSE</b>	0.746
<b>MAPE</b>	18.045
<b>DW</b>	1.857
<b>Cp</b>	2.586
<b>AIC</b>	-133.765
<b>SBC</b>	-119.926
<b>PC</b>	0.634

*Analysis of Variance:*

Source	DF	Sum of squares	Mean squares	F	Pr > F
<b>Model</b>	3	81.133	27.044	48.597	<b>&lt; 0.0001</b>
<b>Error</b>	231	128.552	0.557		
<b>Corrected Total</b>	234	209.685			

*Model Parameters:*

Source	Value	Standard error	t	Pr >  t	Lower bound (95%)	Upper bound (95%)
<b>Intercept</b>	1.197	0.268	4.469	<b>&lt; 0.0001</b>	0.669	1.724
<b>Q11</b>	0.194	0.050	3.865	<b>0.000</b>	0.095	0.293
<b>Q7</b>	0.497	0.056	8.955	<b>&lt; 0.0001</b>	0.388	0.607
<b>Q16_1</b>	0.000	0.000				
<b>Q16_2</b>	0.120	0.050	2.417	<b>0.016</b>	0.022	0.219
<b>Q17_1</b>	0.000	0.000				
<b>Q17_2</b>	0.000	0.000				

*Standardized Coefficients:*

Source	Value	Standard error	t	Pr >  t	Lower bound (95%)	Upper bound (95%)
<b>Q11</b>	0.223	0.058	3.865	<b>0.000</b>	0.109	0.337
<b>Q7</b>	0.474	0.053	8.955	<b>&lt; 0.0001</b>	0.370	0.579
<b>Q16_1</b>	0.000	0.000				
<b>Q16_2</b>	0.138	0.057	2.417	<b>0.016</b>	0.025	0.250

Q17_1	0.000	0.000
Q17_2	0.000	0.000

Appendix D

Stepwise Regression – Microsoft Brand

*Question Codes:*

Q24 = “I feel like I have a personal connection with Microsoft”

Q39 = Level of satisfaction with purchase

Q37 = Purchase intent

Q28-1 = “The personality of Nike is consistent with how I see myself”

Q28-2 = “The personality of Nike is a mirror image of me”

Q29-1 = “The personality of Nike is consistent with how I see my ideal self”

Q29-2 = “The personality of Nike is a mirror image of my ideal self”

*Correlation Matrix:*

	Q24	Q39	Q28_1	Q28_2	Q29_1	Q29_2	Q37
Q24	1	0.434	0.553	0.452	0.565	0.521	0.552
Q39	0.434	1	0.348	0.235	0.390	0.293	0.663
Q28_1	0.553	0.348	1	0.812	0.810	0.763	0.429
Q28_2	0.452	0.235	0.812	1	0.702	0.814	0.334
Q29_1	0.565	0.390	0.810	0.702	1	0.836	0.483
Q29_2	0.521	0.293	0.763	0.814	0.836	1	0.431
Q37	0.552	0.663	0.429	0.334	0.483	0.431	1

*Summary of the variables selection Q37:*

Nbr. of variables	Variables	Variable IN/OUT	Status	MSE	R <sup>2</sup>	Adjusted R <sup>2</sup>
1	Q39	Q39	IN	0.762	0.440	0.437
2	Q24 / Q39	Q24	IN	0.648	0.526	0.522
3	Q24 / Q39 / Q29_2	Q29_2	IN	0.628	0.542	0.536

*Goodness of Fit Statistics:*

Observations	235.000
Sum of weights	235.000
DF	231.000
R <sup>2</sup>	0.542
Adjusted R <sup>2</sup>	0.536
MSE	0.628

<b>RMSE</b>	0.793
<b>MAPE</b>	25.069
<b>DW</b>	2.093
<b>Cp</b>	2.297
<b>AIC</b>	-105.299
<b>SBC</b>	-91.461
<b>PC</b>	0.474

*Analysis of Variance:*

<b>Source</b>	<b>DF</b>	<b>Sum of squares</b>	<b>Mean squares</b>	<b>F</b>	<b>Pr &gt; F</b>
<b>Model</b>	3	171.941	57.314	91.240	<b>&lt; 0.0001</b>
<b>Error</b>	231	145.105	0.628		
<b>Corrected Total</b>	234	317.047			

*Model Parameters:*

<b>Source</b>	<b>Value</b>	<b>Standard error</b>	<b>t</b>	<b>Pr &gt;  t </b>	<b>Lower bound (95%)</b>	<b>Upper bound (95%)</b>
<b>Intercept</b>	0.808	0.158	5.121	<b>&lt; 0.0001</b>	0.497	1.119
<b>Q24</b>	0.246	0.054	4.557	<b>&lt; 0.0001</b>	0.140	0.353
<b>Q39</b>	0.435	0.042	10.266	<b>&lt; 0.0001</b>	0.352	0.519
<b>Q28_1</b>	0.000	0.000				
<b>Q28_2</b>	0.000	0.000				
<b>Q29_1</b>	0.000	0.000				
<b>Q29_2</b>	0.174	0.061	2.874	<b>0.004</b>	0.055	0.294

*Standardized Coefficients:*

<b>Source</b>	<b>Value</b>	<b>Standard error</b>	<b>t</b>	<b>Pr &gt;  t </b>	<b>Lower bound (95%)</b>	<b>Upper bound (95%)</b>
<b>Q24</b>	0.253	0.056	4.557	<b>&lt; 0.0001</b>	0.144	0.363
<b>Q39</b>	0.509	0.050	10.266	<b>&lt; 0.0001</b>	0.411	0.607
<b>Q28_1</b>	0.000	0.000				
<b>Q28_2</b>	0.000	0.000				
<b>Q29_1</b>	0.000	0.000				
<b>Q29_2</b>	0.150	0.052	2.874	<b>0.004</b>	0.047	0.254